

CULTURE DAYS FACT SHEET

- Launched in September 2010, Culture Days (www.culturedays.ca) is an annual event that features individual artists, diverse cultural groups, organizations, municipalities, and festivals old and new that come together to catalyze and inspire greater participation and engagement in arts and culture.
- Culture Days showcases free, hands-on, interactive activities that invite the public to the behind-the-scenes world of artists, creators, historians, architects, curators and designers in their home community.
- Culture Days represents the largest-ever voluntary collective public participation campaign undertaken by the arts and cultural sector in Canada.
- The 6th annual Culture Days weekend will take place in every province, simultaneously on **September 25, 26 and 27, 2015** and is expected to see hundreds of communities of all sizes take part from coast to coast to coast.
- The **5th anniversary Canada-wide Culture Days weekend** was held in September 2014 over three days in 900 Canadian cities and towns, with some 7,600 free activities offered to the public.
- Over 7.5 million Canadians have participated in 33,000 Culture Days activities hosted by 5,000 Canadian artists, cultural organizations and groups in some 900 different Canadian cities and towns since 2010.
- As a result of participating in Culture Days activities, Canadians stated they: attended more arts and cultural events (**57%**) , visited more art galleries or craft studios (**39%**), became a fan of an artist or cultural organization (**33%**) , took on more volunteer work (**29%**) , took classes related to an arts or cultural activity (**22%**), took up an art form of some kind (**18%**) , and donated more to arts or cultural organizations (**16%**).
- As a leading national voice for the active daily and engaged cultural life of all Canadians, Culture Days provides support, tools and resources to a wide variety of artists and cultural organizations to help them unite the country through engagement in culture.
- Culture Days bridges the gap between Canada's citizens and communities, highlighting the notion that culture is for everyone, regardless of age, geography, background or income.
- Through its various mediums, Culture Days places a spotlight on the essential contribution that a vibrant arts and cultural life brings to the economic and social well-being and development to all communities across Canada throughout the year.
- Celebrating its 19th anniversary this year, Québec's annual *Journées de la culture* event inspired the initiation of Culture Days, and *Alberta Arts Days*, established in 2008 (and now known as Alberta

Culture Days), helped to spur on a national movement. Both provincial events take place concurrently with Culture Days.

How it works:

- There is an [open call](#) for all individual artists, groups, municipalities and arts and cultural organizations of all types and disciplines to offer free participatory and interactive arts and cultural activities during Culture Days. Everyone is encouraged to participate: whether you are a professional or amateur cultural creator (i.e. artist, artisan, educator, animator, historian, curator, architect, designer, etc.), group, venue or organization, including culturally diverse, Aboriginal, urban and rural communities, there is a role to play!
- Anything is possible during Culture Days – anything that brings creators and the public closer together. [Examples of activities](#) include a museum opening its restoration workshop to the public, a local theatre group inviting visitors to a dress rehearsal, an architect and a historian organizing a guided tour of a neighbourhood, or choreographers offering a dance class.
- Through exchange and dialogue, artists and creators have a unique opportunity to engage Canadians of all ages in their practice, while citizens delve into participatory experiences exploring their own creativity.
- Culture Days offers best practice and knowledge-sharing support to Canadian artists and cultural organizations throughout the year with comprehensive programs including a National Congress on Culture hosted in a different Canadian cultural hub each year, livestream seminars, webinar tutorials and a host of other on-line tools and resources.