



CANADIANS GET READY TO EXPRESS THEIR LOVE OF CULTURE

Toronto, August 29, 2012 – From September 28 - 30, 2012 Canadians across the country will wear their hearts on their sleeves and participate in the growing cultural phenomenon of **Culture Days**. With a dynamic I ♥ CULTURE national campaign, **Culture Days** organizers across the country are calling on all Canadians to come together and show their love of culture in all its forms. Through a wide-spread social media campaign, Canadians are invited to join some of Canada’s favourite artists and personalities in a conversation about what culture means to them.

Beginning in early September and leading up to Culture Days weekend Canadians will be invited to tweet @CultureDays and complete the statement: **#Culture is _____ to me**. The idea is to inspire a national discussion about people’s expression of culture in specific, personal ways in order to highlight its vital role in our lives and communities.

“The goal in launching Culture Days was to create an truly national event in which arts and culture in all its forms can be celebrated in an interactive and inclusive way,” said Antoni Cimolino, General Director and Artistic Director Designate, Stratford Shakespeare Festival, and Chair of Culture Days national Steering Committee. “Part of that inclusivity is engaging the public in the conversation as to why culture matters to them – not just to our society as a whole, but to each and every individual. With the wonders of social media we now have the ability to move beyond the proverbial soapbox and actually engage Canadians in an open forum about what they have to share. The importance of a collective voice is priceless when it comes to fostering the love of culture in Canada.”

Since its inception in 2010, **Culture Days** has grown to boast thousands of individual artists, diverse cultural groups, organizations, municipalities, and festivals that come together nationally to catalyze and inspire greater participation in arts and culture. By featuring free, hands-on, interactive activities, the public is invited to the behind-the-scenes world of artists, creators, and historians. In 2011, during the second annual Culture Days event,

 join the conversation now @culturedays
#CULTURE is _____ to me.



some 1.2 million Canadians participated in 6,000 free activities that took place in 800 cities and towns.

Additional information on activities and a detailed “How to Culture Days” will be made available in the coming weeks. For more information on Culture Days, please visit www.culturedays.ca.

About Culture Days

Culture Days is a collaborative Canada-wide volunteer movement to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities. Culture Days was inspired by Quebec’s annual Journées de la culture, founded in 1997 and the success of Alberta Arts Days (now Alberta Culture Days), founded in 2008. Culture Days was initiated by four Founding Partners: The Canadian Arts Summit, Culture pour tous (producer of *Journées de la culture*), Canada Council for the Arts and The Banff Centre. National partners supporting the development of Culture Days are: Founding Visionary Partner Sun Life Financial, Visionary Partners Endeavour and The J.W. McConnell Family Foundation, and Community Partners BMO, RBC Foundation, TD and Fairmont Hotels. Federal Government support is provided by Canadian Heritage. National Media Partners are: CBC and The Globe and Mail. Provincial Partners are: Government of British Columbia, Government of Alberta, SaskCulture, Government of Manitoba, Government of Ontario, Ontario Arts Council, Trillium Foundation, Government of Québec, Government of New Brunswick, Government of Nova Scotia, Government of Prince Edward Island, Government of Newfoundland & Labrador, Newfoundland and Labrador Arts Council and the Government of Northwest Territories. The 2012 Culture Days Weekend is taking place September 28th, 29th and 30th across Canada.

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