



CULTURE DAYS ANNOUNCES NEW NATIONAL AWARDS INITIATIVE FOR ARTS AND CULTURE

September 12, 2013, TORONTO, ON – Culture Days launched a new annual awards program today that will recognize and showcase outstanding initiatives taken to engage the public in arts and culture during the annual Culture Days weekend. The four awards that comprise the program are the **ANTONI CIMOLINO LEADERSHIP AWARD**, the **BUSINESS VISIONARY AWARD**, the **MARKETING AWARD** and the **INNOVATIVE EVENT AWARD**. Winners of the awards will be announced at the 2nd Annual Congress on Culture to be held in Winnipeg on May 23, 2014.

“We are absolutely delighted to be launching this dynamic new awards program,” said National Director David Moss. “This initiative will recognize the invaluable contributions individuals and organizations are making across the country to Canada’s vibrant arts and cultural landscape and to deepen their relationship with the public in their communities during Culture Days.”

The **ANTONI CIMOLINO LEADERSHIP AWARD** will honour an individual who has demonstrated exceptional support and leadership in promoting Culture Days and contributed his or her expertise and personal and/or organizational resources to Culture Days.

The **BUSINESS VISIONARY AWARD** will honour a private sector business that has demonstrated exemplary active support of one or more Culture Days events at the local, regional or national levels. Nominations of businesses of all sizes will be considered for this distinguished award

The **MARKETING AWARD** will honour an individual, organization, group or municipality that has implemented an innovative and effective Marketing campaign for one or more Culture Days events.

The **INNOVATIVE EVENT AWARD** will honour an individual, organization, group or municipality that demonstrated an innovative approach to engage public participation in their work or practice during their Culture Days activity or activities.

An independent jury will assess all nominations. Completed nominations, including supporting materials, must be received on line or via mail or courier no later than midnight ET **Friday, November 15, 2013**.

For more details about the guidelines, eligibility and assessment criteria for the annual Culture Days Awards program, please visit culturedays.ca/en/about-culture-days/awards.

About Culture Days

Culture Days is committed to having all Canadians in every community declaring "I Love Culture" and making culture a daily habit.



Culture Days is a collaborative, Canada-wide volunteer initiative to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities. Launched in 2010, Culture Days is the largest public participation initiative and annual event undertaken by the arts and culture community in Canadian history. For the third annual Culture Days event in 2012 600,000 artists, arts and cultural organizations and community groups volunteered to host nearly 7,000 free activities in more than 850 Canadian cities and towns that were enjoyed by more than 1.6 million Canadians.

This year's Culture Days weekend will take place on **September 27, 28 and 29, 2013**. Once again, the event will feature free, interactive activities that invite the public to participate "behind the scenes"—and to discover the world of artists, creators, historians, architects, curators, and designers at work in their community. To learn more, please visit www.culturedays.ca. Connect with us on [Twitter](#), [Facebook](#), [Flickr](#) and [YouTube](#).

National partners are Sun Life Financial and The J.W. McConnell Family Foundation. National Broadcast Partner: Bell Media. National Marketing Partner is BT/A. Federal government support is provided by Canadian Heritage. Provincial Partners are: Government of British Columbia, Government of Alberta, SaskCulture, Government of Manitoba, Government of Ontario, Ontario Arts Council, Ontario Trillium Foundation, Government of Québec (for Journées de la culture), Government of New Brunswick, Government of Nova Scotia, Government of Prince Edward Island, Government of Newfoundland & Labrador and the Government of Northwest Territories.

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