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Culture Days Launches *Bright Spots*

New, Online Planning Tool Will Allow The Public to Create a Personalized Agenda For The Upcoming Culture Days Weekend

Vancouver, BC (September 7, 2011) – It is now easier than ever for Canadians to plan their Culture Days weekend, thanks to the new Bright Spots Schedule, launched recently on the Culture Days website (www.culturedays.ca). The second annual Culture Days weekend kicks off on Friday, September 30th and features free, hands-on interactive activities that invite the public to participate in the cultural life of their communities, from coast to coast to coast.

The Culture Days Bright Spots Schedule is a new, online planning tool designed to help individuals create a personalized agenda of activities happening over the Culture Days weekend (September 30, October 1 and 2, 2011). As individuals browse activities in their regions or neighbourhoods, they can easily add them to their Schedule and then export it to email, popular calendar platforms such as Outlook, iCal or Google Calendar, and PDF, which can then be printed.

The Bright Spots Schedule also includes a “smart” recommendation engine that will make activity suggestions based on those already selected. Recommendations are based on geographic proximity and type of activity, to ensure users don’t miss other exciting activities happening in their community.

“As Culture Days moves into its second year, we understand the importance of creating and offering tools to help the public easily identify and keep track of all of the incredible activities happening in their communities,” said Antoni Cimolino, Chair of Culture Days’ national Steering Committee and General Director of Stratford Shakespeare Festival. “The Bright Spots Schedule, and the other tools set to launch under the new Bright Spots initiative, all work together to further identify and facilitate access to all Culture Days activities for Canadians throughout the country.”

With the generous support of Culture Days’ national Lead Founding Visionary Partner, Sun Life Financial, the Bright Spots Schedule is one of three new, free tools being offered this year, all aimed at increasing the visibility of registered activities and facilitating the ease with which individuals can plan their Culture Days weekend. The other two new tools are:

- The Culture Days Bright Spots Mobile Site, which allows individuals to browse activities from their smart phones; and
- The Culture Days Bright Spots Venue Identifiers, posted at registered activity locations, which will help ensure that activities can easily be found throughout the Culture Days weekend.

“We have understood from the beginning of the Culture Days movement that arts and culture enrich the lives of Canadians and communities throughout the country,” said Tom Bogart, Chair of Culture Days’ Council of Corporate Champions & Executive Vice-President of Sun



Life Financial. “The Bright Spots initiative is just one more way we can help promote access to arts and culture for all Canadians and help to showcase the unique and diverse cultural life in towns and cities of all sizes, no matter where one lives.”

Visit the Culture Days web site (www.culturedays.ca) to access the Culture Days Bright Spots Schedule.

About Culture Days

Launched in 2010, Culture Days (culturedays.ca) 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 initiated by four *Founding Partners*: The Canadian Arts Summit, Culture pour tous (producer of *les Journées de la culture*), Canada Council for the Arts and The Banff Centre. National partners supporting the development of Culture Days are: *Lead Founding Visionary Partner* Sun Life Financial, *Founding Visionary Partner* The Audain Foundation, *Visionary Partners* Aeroplan and Endeavour. *Federal Government* support is provided by Canadian Heritage. *National Media Partners* are: CBC, The Globe and Mail and St. Joseph Communications. *Provincial Partners* are: Government of B.C., Government of Alberta, SaskCulture, Government of Ontario, Ontario Arts Council, Trillium Foundation, Government of New Brunswick, Government of Nova Scotia, Government of Prince Edward Island, Government of Newfoundland & Labrador and the Government of Northwest Territories. The 2011 Culture Days Weekend is taking place September 30th, October 1st and 2nd, 2011 across Canada.

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