

BACKGROUND

Millions of Canadians engage in thousands of free activities and performances hosted by artists, cultural organizations and municipalities in communities across Canada. From Nunavut to New Brunswick, and from British Columbia to Baffin Island – and all points in between – we share all the inspiration, artistry, creativity and expression that reflects the mosaic of Canadian culture. As a leading national voice for an active and engaged cultural life, we provide marketing and industry development resources that lead to greater cultural engagement. The Culture Days national awareness campaign culminates in a three-day celebration of the arts from Friday, September 29 to Sunday, October 1, 2017.

Culture Days is having a positive impact on the public's consumption of arts and culture all year round. As a result of participating in Culture Days:

- 61% report attending more arts and cultural events throughout the rest of the year;
- 41% report visiting more galleries or craft studios;
- 20% report buying more art work; and,
- 17% report donating more to arts and cultural organizations.

SOURCE: Independent surveys of Culture Days attendees, conducted by The Strategic Council, 2016

Culture Days is also having a broader impact on public awareness of the contribution arts and culture make to our communities and quality of life:

- 98% of public attendees said arts and culture activities make their community a more enjoyable place to live;
- 75% expressed an increased understanding of the positive contribution of artists and cultural organizations to their community; and,
- 71% experiencing greater pride in their community.

SOURCE: Independent surveys of Culture Days attendees, conducted by The Strategic Council, 2016

MISSION

FOSTER appreciation and support of the artistic and cultural life that is lived, created and expressed across the country in urban, suburban and rural areas alike; **PROMOTE** direct interaction between creators and citizens, as a key to increasing understanding and appreciation of art and culture; and, **AFFIRM** that every citizen is the guardian of the cultural life of his, her or their community

ORIGINS

Culture Days is a non-profit, grassroots organization that grew out of an impact study commissioned during the Canadian Arts Summit in 2007 to assess the viability of launching a national celebration of arts and culture. Inspired by Quebec's three-day Journées de la culture event, the study examined its internationally-recognized model for increasing public participation and engagement with arts and culture in communities across Quebec.

When the Canadian Arts Summit reconvened a year later, it was unanimous. A strategic collaboration with Culture pour tous, the producers of Journées de la culture would be initiated, with the Banff Centre, Stratford Festival and the Canada Council for the Arts as Founding Partners. Various major cultural organizations mobilized their leadership in support of the concept, while provincial arts councils and provincial governments pledged their support for the initiative including two pilot projects in Alberta and Ontario (2008/2009). Bit by bit, Culture Days began to take shape. The inaugural Culture Days event took place September 24 to 26, 2010.

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September 29, 30 & October 1, 2017

CultureDays.ca

#culturedays



National Partners



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Official Charity Registration Number: 82201 3033 RR0001

2016 KEY STATS

- 2 million+ Canadians attended
- 8000+ free cultural activities offered
- Activities in nearly 765 cities and towns across Canada
- British Columbia, Alberta, Manitoba and Ontario declared provincial proclamations
- 94,000+ social media followers across all platforms (*Culture Days is amongst the largest social media communities in the arts sector in Canada.*)

NOTABLE EVENTS

BRITISH COLUMBIA: Whistler to Host BC Culture Days Provincial Launch The Audain Art Museum will be presenting the provincial launch for the 8th Annual BC Culture Days weekend on Thursday, September 28, from 5:30 p.m. - 7:30 p.m. The launch will kick off with a public opening ceremony, followed by a Youth Art Challenge, free access to the Audain Art Museum's Permanent Collection and Special Exhibitions, and a showcase of local musicians.

ALBERTA: Calgary Hosts Annual Culture Days Block Party The party will take place between 11 a.m. and 2 p.m. on Friday, September 29. So bring your lunch and come down to Olympic Plaza and Stephen Avenue for live music and free, hands-on, interactive activities that invite the public to discover the world of artists, creators, heritage experts, architects, curators, designers and other creative people in our communities.

MANITOBA: Culture Days, Flin Flon and Nuit Blanche...Oh my! Did you know Culture Days Manitoba also produces Nuit Blanche Winnipeg? They have a stellar lineup of local, national and international artists! (nuitblanchewinnipeg.ca). Manitoba is also home to the #1 rural community for Culture Days...FLIN FLON! This year Flin Flon will host 150 events in honour of Canada 150.

ONTARIO: Biggest National Activation Centre Not only is this our most diverse region, it's also the region with highest number of events. Of special note this year are FEETPRINT where 150 pairs of sneakers will address notions of identity and belonging on the Esplanade – a master planned mixed income enclave in downtown Toronto. Meanwhile Guelph's 2017 Artist in Residence will host a street parade of large sculptural pieces.

NOVA SCOTIA: Nova Scotia College of Art and Design University A newcomer to the Culture Days scene, NSCAD U has a full roster of events for Culture Days. Starting on Friday September 29th impromptu bands will perform as part of the Wicked Music Festival. On Saturday, September 30th the public can visit open studios at NSCAD U. And the grand finale on Sunday, October 1st will be the dedication of a Treaty Education Space.

CONTACTS

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