



CULTURE DAYS FACT SHEET

- The eighth annual Culture Days weekend will take place in every province, simultaneously on **September 29, 30 and October 1** is expected to see hundreds of communities of all sizes take part from coast to coast to coast.
- Launched in September 2010, Culture Days (www.culturedays.ca) is an annual event that features individual artists, diverse cultural groups, organizations, municipalities, and festivals who 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.
- Over 12 million Canadians have participated in 45,000 Culture Days activities hosted by tens of thousands Canadian artists, cultural organizations and groups in some 900 different Canadian cities and towns since 2010.
- Culture Days aims to foster appreciation and support of the artistic and cultural life that is lived, created and expressed across the country in urban centers and rural communities alike.
- Promotes direct interaction between creators and the public as a key to increasing understanding and appreciation for art and culture.
- Affirms that every citizen, regardless of age, geography, background, or income is the guardian of the cultural life of his or her community.
- As a leading national voice for the active daily and engaged cultural life of all Canadians, Culture Days provides support, tools and resources to artists and cultural organizations to help them unite the country through engagement in culture.

- As a result of participating in Culture Days activities, Canadians stated* they: attended more arts and cultural events (**61%**), visited more art galleries or craft studios (**41%**), became a fan of an artist or cultural organization (**37%**), took on more volunteer work (**25%**), took classes related to an arts or cultural activity (**24%**), took up an art form of some kind (**21%**), and donated more to arts or cultural organizations (**17%**)
- 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.

* based on independent national research conducted by The Strategic Counsel in October 2016.

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 – any activity or offering 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 danceclass.
- Once registered with Culture Days, participating individuals, groups, and organizations receive support and materials in areas such as marketing and promotion, PR, media relations, collaboration, and digital and social media best practices to assist with encouraging and increasing local public participation
- 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

