



JOIN THE PAN-CANADIAN CONVERSATION: CULTURE DAYS ADDS LIVE STREAM TO NATIONAL CONGRESS MAY 24TH

I ♥ CULTURE Campaign Returns

TORONTO, May 7, 2013 – Culture Days organizers today announced that in an effort to ensure national access to the first ever **National Congress** on Culture taking place in Toronto on May 24th at the Royal York Hotel, the keynote speeches, panels and discussions will be live streamed allowing Canadians across the country the opportunity to follow the program and join the conversation. Online viewers will be able to chat alongside the live stream with fellow online participants, as well as pose questions and comments during Q&A sessions with speakers. A dedicated online host will help facilitate a fluid exchange between the two parallel conversations, representing points of interest from the digital world to the gathering at the Royal York Hotel.

A small number of tickets are still available to attend the event in person. For tickets and live-streaming information, visit www.culturedays.ca.

“We are thrilled to bring a live stream component to our inaugural National Congress event,” said Antoni Cimolino, Artistic Director, Stratford Festival, and National Chair of Culture Days. “In three short years, the Culture Days weekend has united Canadians from coast-to-coast in their love of arts and culture; it is vital to also ensure access to all Canadians to engage in this important National Congress conversation.”

Taking place at the Fairmont Royal York in Toronto, the **National Congress on Culture entitled *The Art of Engagement: Finding, Igniting and Keeping Audiences***, is bringing together leading experts, artists and students as well as cultural, business, and public sector leaders and decision makers to discuss key issues facing public engagement in the arts and culture in Canada today and to share best practices. Speakers and panelists include: **Keynote Ellis Jacob**, CEO Cineplex Entertainment; **Gabe Gonda**, Arts and Life Editor for *The Globe and Mail*; **Barry Avrigh**, Partner at BT/A; **Janice Price**, CEO of Luminato; **Lorne Manly**, Deputy Editor of the Culture Department, The New York Times; Keynote **Robert Sirman**, Director and CEO, Canada Council for the Arts; **Marc Lemay**,



Director General, Arts Policy Branch, Canadian Heritage; **Robin Mirsky**, Executive Director, Rogers Group of Funds; **Branislav Henselmann**, Executive Director, Ballet BC; **Louise Sicuro**, President and CEO, Culture pour tous, QC. For full program and speaker information, visit [National Congress](#).

In addition to the **National Congress** event in May, Culture Days is re-launching the **I ♥ CULTURE** campaign this month, inviting a growing number of artists, creators and organizations of all types and communities across Canada to register their activities for the 4th annual Culture Days event this September 27 - 29, 2013. With **60% growth** in public participation in the annual Culture Days weekend since its inception, the inaugural **National Congress** provides an outstanding opportunity to elevate national awareness and engage discussion about the important role arts and culture play in the lives of Canadians and for all communities throughout the year.

In 2012, over 600,000 artists, cultural workers and organizations mobilized to host 7,000 free activities in 850 cities and towns during the Culture Days weekend. To date, over 500 events have been registered on [culturedays.ca](#) for the 2013 event during the pre-registration campaign earlier this spring. Check out the [organizers](#) across the country who are already planning to host activities this September.

A recent independent Strategic Council survey highlighted that as a result of participation in Culture Days activities in 2011 and/or 2010, **44%** of Canadians participate in more arts and cultural activities throughout the year, **27%** donate more, and **22%** volunteer more.

About Culture Days

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

Founded in 2009, Culture Days is a non-profit organization dedicated to building a national network of cultural connections devoted to providing Canadians with opportunities to participate in, and appreciate, all forms of arts and culture.

Through an annual three-day national celebration each September, hundreds of thousands of artists and cultural organizations in hundreds of cities and towns come together and invite Canadians to participate in free interactive and "behind the scenes" activities to discover their cultural spirit and passion.



As a leading national voice for the active and engaged cultural life of all Canadians, Culture Days provides support, tools and resources to a wide variety of artists and cultural organizations to help them unite the country through engagement in culture.

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 are Sun Life Financial and The J.W. McConnell Family Foundation. National Marketing Partner is BTA. Official Host Hotel is Fairmont Hotels and Resorts. 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, 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.

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