

celebrating
5 years and over
5.5 million people's
love affair with culture



CULTURE DAYS FACT SHEET

- Launched in September 2010, Culture Days (www.culturedays.ca) is an annual event that features individual artists, diverse cultural groups, organizations, municipalities, and festivals old and new that come together to catalyze and inspire greater participation in arts and culture by featuring free, hands-on, interactive activities that invite the public to the behind-the-scenes world of artists, creators, historians.
- Culture Days represents the largest-ever voluntary collective public participation campaign undertaken by the arts and cultural community in Canada.
- The 5th Anniversary Culture Days weekend will take place in every province, simultaneously on **September 26, 27 and 28, 2014** and is expected to see hundreds of communities of all sizes take part from coast to coast to coast.
- The [fourth annual Canada-wide Culture Days weekend](#) was held in September 2013 over three days in more than 825 Canadian cities and towns, with some 7,500 free activities offered to the public.
- Over 5.5 million Canadians have participated in 25,000 Culture Days activities hosted by 4,440 Canadian artists, cultural organizations and groups in over 825 Canadian cities and towns since 2010.
- As a result of participating in Culture Days activities, Canadians stated they:
 - Attended more arts and cultural events **(52%)**
 - Became a fan of an artist or cultural organization **(33%)**
 - Visited more art galleries or craft studios **(32%)**
 - Took on more volunteer work **(22%)**
 - Took classes related to an arts or cultural activity **(15%)**
 - Took up an art form of some kind **(14%)**
 - Donated more to arts or cultural organizations **(11%)**
- Individual artists, diverse cultural groups, organizations, municipalities, and festivals old and new come together under one banner each year to catalyze and inspire greater participation in arts and culture by featuring 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 during Culture Days.

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- Through thousands of free activities across the country, Culture Days promotes inclusivity, awareness, participation and engagement in arts and culture for all Canadians.
- 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 bridges the gap between Canada's communities and citizens, highlighting the notion that culture is for everyone, regardless of age, geography, background or income.
- Through its various mediums, Culture Days places a spotlight on the essential contribution that a vibrant arts and cultural life brings to the economic and social well-being and development to all communities across Canada throughout the year.
- Celebrating its 18th anniversary this year, 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 the national movement. Both provincial events take place concurrently with Culture Days.

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 – anything 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 dance class.

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- Through exchange and dialogue, artists and creators have a unique opportunity to engage Canadians of all ages in their practice, while citizens delve into participatory experiences exploring their own creativity and curiosity.