



**EXPRESS YOURSELF!
CULTURE DAYS, SUN LIFE FINANCIAL AND BELL MEDIA
INVITE CANADIANS TO SHARE THEIR LOVE OF CULTURE**

***A CHANCE TO WIN A CULTURE LOVER'S DREAM WEEKEND OR
A \$5000 FINANCIAL PORTFOLIO***

For Immediate Release, Toronto, Ontario – July 4, 2014 – Culture Days welcomes back **Sun Life Financial** and **Bell Media** as national partners of this year's event with innovative new ways to engage Canadians in culture. Beginning yesterday, the *Sun Life Financial Express Your Creativity* contest calls on all Canadians to show their love of culture by submitting a photo or video of themselves doing anything creative for a chance to win a culture lover's weekend. Contest runs from July 3rd through September 28th. The Grand Prize is a long weekend for four people in Toronto, featuring sought-after tickets to some of the world's best museums, live concerts, and sensational performances and includes a three-night stay in a 4-star hotel as well as return economy-class airfare for the winner and his/her travel guests. The second prize is a Money for Life experience: A \$5,000 financial portfolio from Sun Life Financial. For more details and to enter the contest, go to culturedays.ca/contest. The 5th Anniversary edition of Culture Days weekend takes place on **September 26, 27, and 28**, and promises to be a dynamic cross-Canada celebration featuring an estimated 8,000 free activities in more than 800 cities and towns.

"We are thrilled to have been a major supporter of Culture Days since its inception," said Paul Joliat, Assistant Vice-President, Philanthropy and Sponsorships for Sun Life Financial. "This year, we invite all Canadians to express their creativity for a chance to win some amazing prizes in the lead-up to what we're sure will be an exciting 5th Anniversary Culture Days weekend this September," added Joliat.

Bell Media returns with an increased commitment as Culture Days' *Exclusive National Broadcast Partner* in 2014. Bringing outstanding support across its vast and highly respected national and local network of English-language media outlets including Bell Media television properties, radio stations, and digital platforms, Bell Media will lead the national media charge by raising awareness of Culture Days as well as *Sun Life Financial Express Your Creativity* contest, along with the many events taking place in communities across Canada.

"We are very enthusiastic about increasing our comprehensive and multi-platform contribution to Culture Days for the upcoming 5th Anniversary edition. We look forward to helping Canadians celebrate the incredible artists and cultural organizations that enrich the lives of all Canadians and communities across the country," said Matthew Garrow, Director, News & Radio Communications and Community Investment for Bell Media.

"Heading into our milestone event, we are thrilled and grateful for Bell Media's support in promoting the wealth of creative and cultural talents that communities across Canada have to offer during Culture Days," commented Antoni Cimolino, Artistic Director of the Stratford Festival and Chair of Culture Days National Board of Directors. "And, to unify Bell Media's increased support with the *Sun Life Financial Express Your Creativity* contest will make for a great way to engage all Canadians in the cultural life of their communities this year."

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 Broadcast Partner is Bell Media (CTV). Creative Partner is BT/A. Federal Government support is provided by the Department of Canadian Heritage.

Provincial Partners are: Government of British Columbia, Government of Alberta, SaskCulture, Government of Manitoba, Manitoba Arts Council, Government of Ontario, Ontario Arts Council, 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 the Northwest Territories.

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