

## CULTURE DAYS FACT SHEET

- Launched in September 2010, Culture Days ([www.culturedays.ca](http://www.culturedays.ca)) is a free annual event designed to invite the public to celebrate and explore arts and culture in every province and territory in Canada.
- The 2011 Culture Days weekend will take place in every province, simultaneously on September 30, October 1 & 2, 2011 and is expected to see hundreds of communities of all sizes take part from coast to coast to coast.
- The first annual Canada-wide Culture Days celebration was held in September 2010 over three days in more than 700 Canadian cities and towns.
- Individual artists, diverse cultural groups, organizations, municipalities, and festivals old and new are coming 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, architects, curators and designers in their home community during Culture Days.
- Culture Days represents the largest-ever collective public participation campaign undertaken by the arts and cultural community in Canada.
- Celebrating its fifteenth anniversary this year, Québec's annual *Journées de la culture* event inspired the initiation of Culture Days and *Alberta Arts Days*, established in 2008, helped to spur on the national movement. Both provincial events take place concurrently with Culture Days.

### **How the movement works:**

- There is an open call for all individual artists, groups, municipalities and arts and cultural organizations of all types and disciplines to join the movement and offer free participatory and interactive arts and cultural activities during Culture Days. Everyone is encouraged to join the movement: 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.

- There is no fee to register. If you have a free participatory or interactive arts or cultural activity to offer to the public in your region during the Culture Days weekend – be it new or something you already have planned – **register at [www.culturedays.ca](http://www.culturedays.ca)**. Those who join the movement will be asked to provide details about their activity (address, time(s), date(s), photos, etc.) and will benefit from a national marketing and communications campaign with access to materials and support to help promote activities within their community.
- 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.