

## Culture Days Launches Bright Spots Initiative with the Generous Support of Sun Life Financial

With the generous support of national Lead Founding Visionary Partner, [Sun Life Financial](#), Culture Days is pleased to announce the launch of Bright Spots; a new initiative that aims to help better identify and promote Culture Days activities by increasing the visibility, awareness and ultimately public participation in activities over the upcoming Culture Days weekend (September 30, October 1 & 2, 2011).



### Culture Days Bright Spots

With the identification of all activities registered for the Culture Days weekend as Bright Spots, activity organizers will benefit from a number of new, free tools and promotional support for this second edition of the fast-growing Canada-wide event. Aimed at increasing the visibility and facilitating the ease with which the public can plan their Culture Days weekend and easily identify all the exciting activities that are taking place in their communities, these tools include:

- The Culture Days Bright Spots Schedule
- The Culture Days Bright Spots Mobile Site
- Culture Days Bright Spots Venue Identifiers

All of these new tools will be rolling out over the next few weeks in the lead up to the Culture Days event weekend, starting with the [Culture Days Bright Spots Schedule](#) which is now live and available on the web site.

### The Bright Spots Schedule

The Culture Days Bright Spots Schedule is an on-line scheduling tool that can be used to create a customized schedule of activities happening over the Culture Days event weekend. The tool can be used by both members of the public to plan their Culture Days weekend by creating a personalized schedule and by activity organizers who are looking to create a program guide, featuring a number of activities taking place in the same venue, block or neighbourhood, or activities which are part of a larger organization of multiple activities.

**My Culture Days Bright Spots Schedule**  
 Need help? Read our Bright Spots Schedule FAQ.

**FRIDAY September 30**

- 5:00 AM London Culture Celebration [Dance] View details
- 9:00 AM Bollywood Style Dance & Fitness Classes [Dance] View details
- 10:00 AM Craft at Harbourfront Centre [Design] View details
- 1:00 PM Meet Professional Writers in London, Ontario [Literature and Spoken Word] View details
- 2:00 PM Landscape Dancing [Dance] View details
- 6:00 PM Landscape Dancing at the Culture Days MB Kick-Off [Dance] View details
- 6:00 PM Headwaters Shining Stars [Dance] View details

**SATURDAY October 1**

- 10:00 AM Craft at Harbourfront Centre [Design] View details

**Categories:**

- Dance
- Visual Arts
- Film or Video
- New/Digital Media
- Comedy
- Heritage
- Architecture
- Design
- Literature and Spoken Word
- Multi/Interdisciplinary
- Music
- Theatre
- Culinary Arts

**Recommended Activities**

**The Culture Days Bright Spots Schedule is easy to use:**

- After creating an account using the "My Culture Days" portal on [culturedays.ca](http://culturedays.ca), simply browse/search the registered Culture Days activities on the site and select those you wish to add to your schedule using the "Add to my Bright Spots Schedule" button (located on the top left navigation bar on each activity description page).
- These selected activities will then automatically appear in your 3-day schedule view.
- You'll then be able to export your customized schedule in a number of different ways: by email, to popular calendar platforms (ie Outlook, iCal, Google...etc.) as well as to a PDF document, which can be then be printed.
- Those promoting multiple activities will also have the option to print out a cover page to accompany your schedule where you can customize the title and distribute the schedule as a program booklet.

In addition to these features, there is also a "smart" recommendation engine that will make recommendations based on the activities selected by the user. These recommendations are based on two criteria: geographic proximity or activity category. For instance, if the system detects that the user has selected a number of activities centered in one specific part of town, it will make suggestions of other activities near by; or if the system detects that the user has selected a number of dance activities, it will suggest other dance activities that the user may be interested in.

The features of the Bright Spots Schedule therefore work to ensure that the public is able to better discover and plan their Culture Days weekend in advance and provide activity organizers with another tool to promote and publicize their activities.

## Bright Spots Mobile Site and Venue Identifiers

In the coming weeks, additional free Bright Spots tools will be introduced. The 2011 Culture Days Bright Spots Mobile Site will act as a key tool for the public to search and access the vast list of activities registered on the Culture Days web site, all from their smart phones.

Bright Spots Venue Identifiers will also serve as vital tools for organizers in helping to identify activities as "Culture Days activities," and ensuring that the public will be able to find them. The venue identifiers will take the form of a vinyl cling or banner.

Bright Spots Venue Identifiers will be available in mid-September and will be distributed throughout the country via Sun Life Financial Centers and key regional arts and culture organizations in your community. Over the next couple of weeks, information on the days, times and locations where you can pick up your Bright Spots Venue Identifier will be communicated via this newsletter and through Culture Days social media channels. A version of the Bright Spots Venue Identifier will also be available for download via the [Culture Days web site](#) as part of the many free tools in the [Culture Days Marketing Kit](#).

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### Founders Circle



Lead Founding Visionary Partner



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### Media Circle

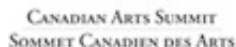


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YEARS TO CELEBRATE  
UN MONDE À CÉLÉBRER



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### Founding Partners



Canada Council  
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Conseil des Arts  
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### Federal Government Support



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### Inspiration



Culture Days was inspired by Journées de la culture  
produced by Culture pour tous in Quebec since 1997



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Culture Days

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