

Newsletter / July 23, 2011

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Culture Days: The Elevator Pitch

When promoting your activity or Culture Days in general, one of the most effective tools is word of mouth. What is the most effective way to explain Culture Days without going into great length? Try using an elevator pitch!

Culture Days is pleased to present a clear and concise pitch whose name reflects the idea that its delivery should last no longer than an elevator ride. Enjoy using this communication tool while promoting the weekend's events and initiatives to friends and family - and make a great first impression!

[Click here](#) to view the Culture Days elevator pitch.

It's Time to Join the Movement Now

Activity registration accelerating well ahead of last year

With the special registration promotion on from July 6 - August 5 at its midway point, hundreds of artists and organizations have registered their activities and have already started promoting their events. **Register before August 5th and your activities could appear in an ad in The Globe and Mail, Culture Days' National Newspaper Partner.**

Registration by 490 organizers, from 179 communities across Canada, topped 700 activities on July 15th, 35% ahead of last year's pace at this time. And some 200 organizers that participated last year are planning even more engaging activities this year. Most importantly, the earlier you plan and register your activity for free on CultureDays.ca, the sooner you can start promoting within your networks and collaborate with others to promote collectively or cross-promote each other.

Check out the [Participation Guide](#), "[Quick Tips on Writing Interesting and Informative Activity Descriptions](#)" blog or "[Checklist for Activity Organizers](#)" for ways you can participate. If you're not sure how to register an activity, you can consult this helpful [blog post](#). If you still have questions, your Culture Days [Provincial Representatives](#) are there to help – feel free to get in touch!

Already registered an activity? Enhance Your Listing By Adding a Photo!

The Culture Days website offers a great opportunity to generate enthusiasm for your activity, particularly when you supplement your information with an eye-catching image.

Learn more about uploading an image to accompany your activity via this post on the Culture Days [blog](#).

Aeroplan Culture Stories Contest: Showcasing Canadians' Connections to Arts and Culture

Over the last few weeks, tens of thousands of Canadians, from coast to coast to coast, have entered the [Aeroplan Culture Stories Contest](#) by sharing what culture means to them; the entries have been truly inspirational. The contest runs until August 27th, you can enter once per day and could win a VIP weekend vacation in Vancouver this September to experience Culture Days as well as a number of other great secondary prizes! Submit your Culture Story [here](#) and share your connection to arts and culture with the world!

Here's just a selection of some of the personal stories that have been submitted to date:

My most inspiring cultural experience of all time was...

"my visit to Halifax. We attended many historic sites. I always tease my husband that we had a "cross cultural" adventure. I took him to a Dinner Theatre and he took me to tour a brewery." - Elaine K. (Swan River, MB)

"Christmas 1973. I was alone, far from family, I knew few in my new town. The flu hit me. I just woke up from a 2 day sleep. Figured I was dead. I lay on my couch and Silvia Tyson's "Touch the Earth" was on CBC. Her show saved my life." - Jan J. (Prince Rupert, BC)

I love to express my creativity by...

"dancing barefoot in my kitchen while cooking up a deluge of Italian food, oil painting while in my husband's shirt in my spare room and voice acting in my living room!" - Silvana A. (Toronto, ON)

"knitting & crocheting various projects for fund raising for the End Cancer program. I also enlist neighbours and friends to create many different items by supplying them with the wool to do this. We have donated over 70 hats and scarves, shawls, & baby clothes." - Ruth B. (Dorchester, ON)

My favorite place to experience arts and culture in my community is...

"our local grain elevator. 30 years ago one of our prairie grain elevators was moved and converted into an art gallery. The facility not only gives us a chance to experience both local art and visiting art shows, but also allows us to experience our agricultural past." - Danny S. (Dawson Creek, BC)

"under the big-top tent that goes up in the centre of Iqaluit a week each summer for our annual Alianait (it means 'great joy') Arts Festival where we are treated to captivating story-telling, marvelous music, dance, throat-singing, drum dancing, acrobatics... I am mesmerized, uplifted and inspired!" - Claudia K. (Iqaluit, NU)

What's YOUR connection to arts and culture?

[Click here](#) to enter!

[Click here](#) to read more stories...

Community Spotlight - Guelph, ON

On May 25, 2011, the City of Guelph hosted a "Culture Camp" for artists, organized by Culture Days task force member and Arts & Culture Program Officer for the City of Guelph, Astero Kalogeropoulos, in partnership with the [Guelph-Wellington Business Enterprise Centre](#), Work in Culture, Guelph Arts Council, and Ontario Crafts Council.

After an info session and discussion with Culture Days staff, artists broke out into groups to brainstorm ideas in preparation for Culture Days on the following given topics: Sharing Resources, Maintaining Connections, Promotion & Marketing, Venues, and Measurements of Success.

[Click here](#) to read highlights from the Culture Camp brainstorming sessions.

Journées de la culture: 15 Years and Going Strong

On June 30th, [les Journées de la culture](#) launched its annual “[Je m’affiche pour la culture](#)” campaign. From July 1st until October 2nd, the “Je m’affiche” caravan is visiting numerous festivals and events throughout the province of Quebec, inviting citizens to participate by having their photograph taken and making a statement around what they believe the role of culture plays in their communities. The photos and statements are posted on the “Je m’affiche” [web site](#).

Celebrating its 15th anniversary this year, les Journées de la culture was Culture Days' inspiration for having galvanized communities throughout Quebec to host 3 days of free and open activities aimed at supporting better access to arts and culture.

[Click here](#) to learn more about les Journées de la culture.

What People Are Saying...

What does Culture Days mean to you? For Amir Ali Alibhai, executive director of the [Alliance for Arts & Culture](#) and active member of the Culture Days British Columbia Task Force, Culture Days is a pro-active initiative to engage.

[Click here](#) to read his blog post.

If you have something to say about Culture Days or public participation and engagement in arts and culture, submit your story or post from your own blog via email at stories@culturedays.ca and we'll share it with the growing Culture Days network.

Here's a great story submitted by Sandy S. of Lloydminster, Alberta.

My now 23 year old son, Ken, was born with a hearing impairment requiring bilateral hearing aids. We were warned that such children were prone to shyness and a desire to hide in the background. We put him into drama classes starting at age 6. He loved them! We gave him piano lessons. He plays by ear (remember he's hearing impaired) and proved it by acing his ear tests. So he decided that he wanted singing lessons. At the Music Festivals the adjudicator said his "pitch is perfect". Who knew? 18 years after his first drama class, he's finishing a B.A. degree with a major in Drama and a minor in Film Studies from the U. of A. We always focused on what he could do - not what he couldn't and obviously something involving Culture is his future!

Share your story! stories@culturedays.ca

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



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