

Newsletter / June 10, 2011

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Culture Days Self-Promo Tools Are Rolling Out!

One of the benefits of registering a Culture Days activity, and registering your activity early on in the campaign, is the access to free marketing and promotional tools that will help you make the best of your Culture Days 2011 experience!

Over the course of the next couple of months, a variety of free branded and customizable marketing and promotional tools that comprise the **Culture Days Marketing Kit** will be made available on the Culture Days web site. This kit includes items such as Culture Days branded posters, postcards, logos, web banners, e-flyers, web badges, ad templates and more. Special, free tele-info sessions will also be hosted to help you learn how to maximize the use of these tools, whether you are an activity or community organizer.

Check out the "[Promote Your Activity](#)" page on the web site to download some of the initial marketing items that are now available:

- a wide variety of Culture Days logos
- E-Flyers

These above listed tools can be used to start to spread the word about Culture Days 2011 to your community, members of your organization, friends, colleagues and anyone you communicate with!

Stay tuned as more Marketing Kit items will become available in the coming weeks! Next up, look for tools you can use to promote the movement online, including a variety of web badges and banners.

Haven't registered yet?

No worries! You still have time to register an activity for Culture Days 2011. It's free and easy – check out this [blog post](#) for tips on how to register – and [download the Participation Guide](#) for more info on how Culture Days works and what kind of role you can play in participating in or promoting the movement. Still have questions? [Get in touch with your provincial representatives](#) - they can help.

You can also benefit from some exciting opportunities just by registering! Keep an eye on this space for more info on some special benefits coming your way!

Sun Life Financial Champions Arts Support in Canada

On May 26, it was announced that Sun Life Financial will receive two [Business for the Arts](#) (BfA) awards this year, including an [Award of Distinction](#) for its exemplary support of Culture Days.

Sun Life's support of Culture Days enables a high impact, accessible and integrated multi-level collective marketing and media campaign that show cases the largest and most diverse set of arts and cultural stakeholders across Canada, working together collaboratively to reach out to the public in solidarity for the first time. [Read more...](#)

Provincial Updates

Manitoba - Culture Days 2011 Plans in Manitoba are Well Underway!



Minister of Culture, Heritage and Tourism, Flor Marcelino, with help from Dave Levasseur of Graffiti Art Programming contributing to the live interactive painting at the Culture Days 2011 media launch in Winnipeg (Photo credit: Tim Fennell)

- The Manitoba media launch featured a live interactive painting led by Graffiti Art Programming, which is organizing a Hip Hop Elements Studio for Culture Days 2011.

- Winnipeg streets will once again be wide awake the night of October 1st for Winnipeg's second annual Nuit Blanche, a night-time contemporary art event, spreading from Downtown to Saint-Boniface.

- Another crowd favourite from 2010, Canada's Royal Winnipeg Ballet's open house extravaganza, Dance Downtown, is scheduled for October 2, as is a tour of Royal Manitoba Theatre Centre's Tom Henry Theatre Warehouse.

- Plans are also taking shape in Flin Flon, Peguis, Russell, Shilo, The Pas, Waldersee, Gimli and Brandon!

Community Spotlight - Communitrees, Huron County, Ontario

Rick Sickinger, Coordinator of Heritage and Culture Partnership, an arts service organization serving Huron County, Ontario, describes that County's "Communitrees Project" which was presented as part of Culture Days 2010.

Outlining the numerous ways different communities in Huron County came together to collectively create and express what arts and culture mean to them, Mr. Sickinger paints a picture of what can be accomplished when communities organize around arts and culture. [Read more...](#)

Upcoming Info Sessions

Every other Tuesday at 2 pm ET, until the Culture Days 2011 event taking place this year on September 30, October 1 and 2, toll-free telephone Information Sessions are being held for anyone interested in learning more about how to participate in Culture Days 2011.

National and regional staff will answer questions and provide guidance to help you make the best of your Culture Days experience; from planning and connecting with others in your area, to promoting and presenting your activity. Hear from those who have already participated successfully and learn what others are planning - don't miss the opportunity to exchange with others who have joined the Culture Days movement!

Tuesday, June 14th – 2pm ET – Community Organizing

How can communities come together to organize successful Culture Days activities that not only bring the community closer together, but also help to further instill an appreciation of arts and culture in their communities? Find out during this Info Session!

[Click here to reserve your spot!](#)

Tuesday, June 28th – 2pm – Urban Strategies

From finding a venue and "hubbing", to promotional strategies to help your activity stand out in the crowd, this Info Session will address some of the challenges facing activity organizers in urban settings.

[Click here to reserve your spot!](#)

In the News...

Jean Giguère, Co-Chair of the Culture Days Manitoba Task Force, awarded very first *Making a Difference Award- Outstanding Volunteer* as part of the Winnipeg Arts Council Annual Arts Awards:
<http://www.creativemanitoba.ca/news-events/news/read.385/137/winnipeg-arts-council-announces-annual-arts-award-winners>

People who go to museums/concerts, create art or play an instrument are more satisfied with their lives:
<http://www2.canada.com/topics/bodyandhealth/story.htm?id=4828298>

Culture Days – Sharing our Culinary Heritage:
<http://cuisinecanadascene.com/2011/05/30/culture-days-sharing-our-culinary-heritage/>

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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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