

Newsletter / March 4, 2011

## Culture Days 2011 Pre-Registration Opens on March 15!

We're happy to announce that pre-registration for activity organizers planning events during the Culture Days 2011 weekend will open **March 15 and run through to April 22, 2011.**

The pre-registration period will be a chance for you to show your early support and your plans to participate in Culture Days 2011. Culture Days offers a free, online, easy to use activity registration system. If you organized an activity last year, you'll be able to log on using the same user-name and password. Don't worry, not all the details of your activity need to be confirmed at this early stage – you will be able to go back and make changes and updates to your registered activity as your plans for Culture Days come together. By pre-registering, you'll be putting your stake in the sand and declaring that you will be participating in Culture Days 2011!

Why register early? There are some great benefits if you register your Culture Days activity during the pre-registration period including having your participation in Culture Days 2011 announced as part of a major national media launch this spring!

Culture Days runs a major national awareness campaign with partners CBC, The Globe and Mail and St. Joseph Communications (publishers of Canadian Family, Fashion, Where Canada and Toronto Life magazines). This media campaign ensures that all Canadians are aware of Culture Days and supports your local promotional efforts.

When you register an activity, you also benefit from

- full access to customizable Culture Days campaign materials to help you plan and promote your activity, including a Local Marketing and PR Tool Kits
- an array of tips, tools and guides to help you best promote your activity
- a connection to other local participants who have joined Culture Days, as well as to your regional representatives for support throughout the process of planning and promoting your Culture Days activity

Be sure to watch this space as other exciting benefits to pre-registration will be announced in the coming weeks.

Intrigued? Ready to jump on the early bird train for another successful Culture Days event this fall? Mark your calendar for **March 15** and watch your inbox over the next few weeks for other pre-registration details for Culture Days 2011.

Don't hesitate to [contact regional Culture Days representatives](#) in your area or email [info\[at\]culturedays\[dot\]ca](mailto:info[at]culturedays[dot]ca) with any questions you may have. You can also [join the free telephone information session on March 22 at 2pm ET](#) where we'll be answering questions, providing tips and walking through the online registration process for Culture Days activities.

## Information Sessions

The first Culture Days telephone information session was held on February 22nd. The response was incredible with over 40 people from across the country registering for the free teleconference, asking questions about how they can participate. Others shared their ideas and great experiences of Culture Days 2010. Thanks to everyone who participated in this first call!

### Tips From The Blog To Get You Started

You may find these posts from the Culture Days blog helpful as you plan your community's Culture Days celebration:

[What Can Municipalities Do For Culture Days?](#)

[Six Tips for Building Community Media Partnerships](#)

[Finding a Venue](#)

[Quick tips on writing interesting and informative activity descriptions](#)

[Six Culture Days Tips for Rural Communities](#)

### Quotes and Testimonials

Here are a few inspiring words from our community organizers on their Culture Days experiences:

*The City of*  
**BARRIE**

**"I would just say "get involved" to anyone that is out there sitting on the fence. This is an exciting opportunity for municipalities, large or small, and it has the ability to benefit your entire community, not just the arts sector. What are you waiting for?"**

**- Onalee Groves, Department of Culture, Culture Officer, Development, City of Barrie, Ontario**



*Dancing Down Main Street, Flin Flon, Manitoba. Photo: Crystal Kolt*

**"I had felt for quite some time that CANADA needed something to boost its belief in the strength of its**

These free tele-info sessions will continue on a bi-weekly basis from March through to the Culture Days weekend. [View the schedule of upcoming sessions and register soon](#) to reserve your spot.

Upcoming Info Sessions will focus on topics such as:

#### **March 8 – Municipal Leadership**

If you're involved in your community as a municipal worker or a municipal arts council member, this is the Info Session for you! Hear from those municipal leaders who made Culture Days 2010 a success in their communities and learn how they did it; ask questions and share with other municipal workers on how you can make the best of your Culture Days 2011 experience.

#### **March 22 – How to Pre-Register a Culture Days Activity**

Culture Days 2011 online activity Pre-Registration opens on March 15! This Info Session will answer questions about how to register an activity as part of pre-registration, outline some of the benefits of pre-registering and walk you through the process.

## Community Spotlight

*"Community Spotlight" is a new section of the Culture Days Newsletter where a spotlight is shone on some of the outstanding people, stories, events, communities, activities and organizers that emerged from the inaugural 2010 edition of Culture Days from coast to coast to coast. This section will also feature emerging Culture Days 2011 stories. Are you planning something unique and fun? Did you do something last year you'd like to share? Know anyone who should be spotlighted? Let us know! Email us at [stories\[at\]culturaldays\[dot\]ca](mailto:stories[at]culturaldays[dot]ca)*

Culture Days 2010 demonstrated that municipalities can play a key role as community organizers. By convening a broad suite of partners and creative activities while leveraging their resources to provide local marketing support, they generated community excitement and participation in the event. In this Community Spotlight feature you'll meet three municipal champions who helped make Culture Days a great success in their respective communities. Read their full stories on the [Culture Days blog](#).

**Liesl Jauk, Manager of Cultural Development for the City of Richmond in British Columbia** and a member of the Culture Days BC Task Force, spearheaded a creative marketing campaign for Culture Days with key partners at Tourism Richmond and local newspaper, Richmond Review, that is paying off with long-term legacies for community awareness of arts, culture and heritage. [READ MORE..](#)

**Crystal Kolt, Cultural Coordinator with the Flin Flon Arts Council and Manitoba Task Force Member**, has been described by others in her community as the "spark" that ignited the amazing Culture Days celebration in "North Central Canada." The vast and diverse offerings organized in the Manitoba and Saskatchewan communities of Flin Flon, Creighton, Denare Beach, Thomson, Cranberry Portage and The Pas are truly inspirational. [READ MORE..](#)

**Onalee Groves works in the Department of Culture at the City of Barrie in Ontario** and played a key role in Barrie's successful Culture Days event in 2010. A cross-sectoral committee with representatives including local businesses, arts organizations, the arts council and internal City departments came together to organize the community's celebration of Culture Days and create innovative outreach and awareness tactics including "Passports to Culture" booklets and an operatic flash mob in one of the local malls! [READ MORE..](#)



### Mark Your Calendar for Culture Days 2011

The second annual Culture Days event will take place September 30, October 1 & 2, 2011 – only seven months away!

### ... And start planning!

Start spreading the word and brainstorming Culture Days ideas for your organization or community. Check out the list of [activities that happened in your neighborhood in 2010](#) and talk

**Artistic self. Living in a small and rather remote Northern community I was excited to finally have the opportunity to link up with the rest of the Country in solidarity as artists and appreciators of our art. With the backing of our largest media organizations I felt that it truly might be a possibility that we as Canadians would have the opportunity to share our contacts, artists and communities and network as we have never had the chance to network before."**

*- Crystal Kolt, Cultural Coordinator of the Flin Flon Arts Council, lead organizer of the Culture Days 2010 events in North Central Canada*



*Open Studio & Exhibition - Aphrodite Blagojevic - Richmond, BC*

**"In the first year, Culture Days in Richmond was a success that surpassed expectations, thanks in large part to enthusiastic partners Richmond Review and Tourism Richmond who came to the project as creative partners, eager to work with us to develop a city-wide campaign. Culture Days went from being "one more thing we are expected to do" to an unprecedented opportunity to showcase Richmond's cultural community, an opportunity that was enthusiastically embraced by residents and the participants who shared their passions beyond their usual circle."**

*- Liesl Jauk, Manager of Cultural Development for the City of Richmond, BC*



to those who organized them, creating "cultural" hubs is a great way to collaborate and attract a large number of people to activities within your immediate vicinity. Browse the [blog](#) for tips and ideas on how to plan a great activity and get involved in 2011. Check this space for news, tips and updates on the free online registration system for 2011.



### Share Your Culture Days Story

Email [stories\[at\]culturedays\[dot\]ca](mailto:stories[at]culturedays[dot]ca) and upload your Culture Days photos to [Flickr](#). You can also post to the Culture Days blog, add your comments, photos and videos to [Facebook](#) or [tweet](#) with the #culturedays hashtag and we'll re-tweet your message.

### Founders Circle



Lead Founding Visionary Partner



Founding Visionary Partner



Founding Visionary Partner



Founding Creator

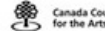


Founding Donor

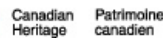
### Media Circle



### Founding Partners



### Federal Government Support



### Inspiration



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



[Forward to a Friend](#)

You are subscribed as [test.user@test.domain](#). You're receiving this because you've previously signed up to receive updates from Culture Days. If you'd like to unsubscribe, simply [click here](#).

©2011 Culture Days. All rights reserved.

To unsubscribe [click here](#).