

Newsletter / June 16, 2010

Self-publishing and basic search now available

As of last week, activity organizers may now register and publish their activity listings to the [Celebration Schedule](#) on the Culture Days site directly. If you haven't picked a venue for your Culture Days activity yet, try checking out the Celebration Schedule first, to see where existing activities are taking place in your area. You may want to help concentrate new activities within walking distance of other existing activities to create activity "hubs." You are likely to attract more people if they know they can browse and sample a variety of drop-in activities all in one easily-accessible area.

Updates made to published activity listings are also updated on the website immediately upon saving. This is called dynamic publishing—updates happen as soon as your information is submitted. As well, basic search capabilities are now available to help users navigate the Celebration Schedule.



Sign-up form for venue operators

If you operate a space indoors or outdoors and would like to consider offering the use of your space to Culture Days activity organizers, please indicate your interest using this [venue operator sign up form](#). *Banks, cafés, municipal buildings, town squares, libraries, cultural centres, places of worship, parks, retail stores, and virtually all types of spaces are of interest.* Artists and cultural groups will be advised to check [this list](#) for suitable venues in their area and to contact you directly to discuss the possibility of hosting their activities.

The movement grows...



Camrose National Aboriginal Day. Photo courtesy of City of Camrose.

Communities are self-mobilizing

As the number of activity organizers grows, another type of organizers has been self-organizing in different pockets of the country: local community organizers. In many cases, community organizers have come together to establish local working groups to lead the Culture Days movement in their community. Community organizers from Flin Flon (Manitoba), Richmond (British Columbia), Kindersley (SK), London (Ontario), Ottawa (ON), and other regions will convene by teleconference next **Tuesday, June 22 at 1pm Eastern Time** to share a brief snapshot of what is developing around Culture Days in their area and how a local working group was established. Everyone is invited to join the phone call to learn and exchange information, tips, and ideas about rallying your neighbourhood or municipality to celebrate arts and culture this September 2010 - especially if there is no local working group in your area. To receive calling instructions, [SIGN UP HERE](#) ▶

Cultural policy changes in support of Culture Days

Meanwhile, as of May 25, 2010, the [Town of Kindersley](#) has adopted an official resolution declaring September 19 through 25, 2010 to be Culture Week in Kindersley, Saskatchewan. This resolution follows the April 20, 2010 [declaration by the Government of Saskatchewan](#) proclaiming September 20 to 26, 2010 as Culture Week in the province. The



More Quick Updates

The national office, previously consisting only of David and Helen, is most pleased to welcome Reuben Finley as administrative intern and the newest member of the team. Welcome Reuben! Questions about the activity registration system, tele info sessions and similar FAQs may now be addressed to him directly. ▶

Activity registration is picking up steam. To date, some 350 activities have been registered at CultureDays.ca. About 150 of those listings have been self-published online; you may view them on the website under [the website under Celebration Schedule](#) ▶

Culture Days goes international! Lucy White, a Culture Days Steering Committee member and Executive Director of the Professional Association of Canadian Theatres (PACT) was recently invited to the 2010 Jeju Haevichi Arts Festival in South Korea. Read about South Korea's interest in Culture Days. ▶



Tools, Tips & Stories

Have you read the blog lately?

Aubrey Reeves, OAC Culture Days Animator/Coordinator has shared a list of 8 ways for municipalities to get involved in Culture Days. Read it [here](#).

Need a copy of the Culture Days logo?

It's available in the [Media Centre](#). Download it [here](#).

Looking for a venue?

Aubrey has also posted a blog article with some ideas on where to start looking for a venue for your Culture Days activity. Read it [here](#).



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proclamation was made in **direct support of Culture Days**, which helped spur the similar declaration by the Town of Kindersley, and we hope soon in other Canadian communities. Elsewhere, as of April 21, 2010, a notice was submitted by the Nova Scotia Minister of Tourism, Culture and Heritage towards moving the adoption of a provincial resolution in support of Culture Days. Click here to view an example of a [MUNICIPAL RESOLUTION](#) ▶

A Marketing & PR Kit for you

Coming soon: A handy Culture Days Local Marketing & PR Kit to help activity and community organizers like you to promote your Culture Days activities. The kit will include a user guide and campaign ad, poster and flyer templates that you can customize for your activity and to recognize your sponsors, as well as helpful hints on soliciting support from local media. Also included: customizable radio and television spots! If you're an activity organizer you may not be running television ads, but you may want to customize the television spot to post as a video on your website.

National Marketing & PR Campaign Gearing Up for August 2010

With the tremendous support of CBC and The Globe and Mail, the national marketing and PR campaign will begin in August and run through to the event in September. Promotional spots running throughout September on CBC television, radio and Cbc.ca, and on the screens of 1,200 Cineplex movie theatres across the country, as well as ads in The Globe and Mail will form the foundation of the inaugural campaign. Look out for a special surprise from CBC that is in the works and will be announced shortly! Lastly and with the support of leading public relations firm Media Profile, provincial Task Forces are working together to generate media coverage of the lead up to and the event itself. If you have a compelling story to tell about how your community, an individual or an organization is embracing Culture Days, share your story on the [CULTURE DAYS BLOG](#) ▶



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