

Newsletter / July 29, 2010

Promote Your Activity!

Resources for promoting your Culture Days activity are now available! Please [visit the website for tips and templates](#) - posters, flyers, print ads, other [marketing tools](#), and the [Public Relations toolkit](#) are available to help you promote your Culture Days activity.

Radio and TV ad templates will be added in the coming weeks. (Tip: You can use the TV ad template to create a YouTube video ad for your activity.) Keep checking the website and blog for new tools and helpful tips on how activity organizers and communities across Canada are promoting their activities.



Special thanks to Sun Life Financial – through their support these tools are available for free to all Culture Days activity and community organizers.



CBC Culture Days campaign

CBC joined the Culture Days movement as a National Broadcast Partner and Canadians will soon see the start of their campaign on CBC radio, television and online channels. In August, Culture Days commercials will begin to air on CBC Television's national programs. By September, some 1,200 Cineplex cinema screens will feature CBC's Culture Days campaign. Very soon, the CBC website will feature a microsite devoted to Culture Days. You can see the placeholder page now at CBC.ca/CultureDays - add it to your bookmarks and stay tuned! Watch for tweets, emails, blog articles and Facebook messages to keep you in the loop as CBC's campaign for Culture Days launches this August!

Thinking of securing your own local media partners? Check out Aubrey Reeves' blog article featuring [6 Tips for Building Community Media Partnerships](#).

A glimpse of activities registered across the country...

There are now [more than 700 activities registered with Culture Days](#) - this includes some 80 activities coming through [Doors Open Ontario](#) communities, but does not include the several hundred being registered with [Alberta Arts Days](#) (September 17 – 19) and even more activities registered with [Journées de la culture](#) in Quebec. Things are heating up! There is still time to register your activity. Feel free to get in touch with the [Culture Days contact for your region](#) if you need assistance organizing or promoting with your Culture Days activity - we're here to help!

Here is a small sample of the inspiring Culture Days activities planned across the country:

- In Manitoba, Winnipeg's [CKUW radio station will host an Open House](#) to give you a chance to see how community radio works and to try your hand at broadcasting in the studio.
- The Howes Hall Gallery in Brackley Beach, Prince Edward Island will host [visual art demonstrations](#) by professional artists, including a rug hooker whose work celebrates Maritime themes.
- In British Columbia, Port Moody's annual Festival of the Arts offers up [Art 4 U](#) and [Art 4 Youth](#) - join them for skateboarding culture, Taiko drumming, Banghra dancing, group mural painting and more. Or watch as members of the Port Moody Arts Association create paintings on site.
- George Murray will host an [Open Air Poetry Celebration](#) with local



More Quick Updates

New provincial representatives are on the ground helping to organize and promote regional activities. Welcome Laura Bruijns (Newfoundland & Labrador), Madeleine Blanchard (New Brunswick) and Alex Musial (Nova Scotia)! Check the website for the name of the Culture Days contact in your area ▶

Did you know that the Culture Days website features an online bulletin board for venue operators to announce that they have space available for artists and cultural groups? If you still need to find a place to host your Culture Days activity, remember to check the venue listings ▶

Have you read the blog lately? There are some great updates on Culture Days activities across the country and tools to help you organize and promote Culture Days activities ▶



Tools, Tips & Stories

Attention Community Organizers and Listings Editors!

Do you promote cultural listings in your area? If you publish a cultural event calendar or plan to produce a special program guide or newspaper pull-out spread of Culture Days activities, you can request an export of activity listings from the Culture Days database. Just [send a request](#) at least two weeks in advance for an export of the details and descriptions of all activities registered with Culture Days in your area.

Manitoba Update

Wondering what's happening for Culture Days in Winnipeg, Flin Flon, Brandon and Portage la Prairie? Check out the latest Manitoba update from Nicole Matiation on the [blog](#).

Culture Days Sightings

Have you seen any Culture Days

poets in St. John's, Newfoundland & Labrador to discuss, create and celebrate poetry with you. Look forward to poetry readings and the creation of a "crowd-sourced" poem - all ages welcome.

- The RCMP Heritage Centre in Regina, Saskatchewan is inviting you to [visit the Centre](#) during Culture Days to learn to march like a Mountie and play an RCMP board game that tests your knowledge of Canadiana.
- A [Multicultural Salon](#) will be hosted by *Carrefour d'immigration rural* in Kedgwick, New Brunswick. Organizers expect some 25 nationalities to be represented through visual arts, food tastings, and dance and music performances!
- Symphony Nova Scotia has enlisted Long & McQuade to offer a [musical instrument "petting zoo"](#) inside the Museum of Natural History during the annual Symphony Week in Halifax.
- Film-lovers and budding filmmakers take note - the Reel Asian Film Festival in Toronto, Ontario is inviting you to [stop by and meet the people](#) who make it all happen. Learn how you can submit your films to the festival or how to volunteer and become part of the media arts community.

For details on activities happening coast to coast to coast, view the full [CELEBRATION SCHEDULE](#) ▶



Planning an activity?

Be sure to [register on the Culture Days](#) website so you can be promoted in listings, newsletters, blog features, and media/public relations initiatives!



Free promotional tools!

Did you know that free resources and templates like e-flyers, postcards, posters and website badges are available to help you promote your Culture Days activity? Check out the new [Promote Your Activity section on the website](#).



Join the conversation online

[Send us an email](#) if you'd like to contribute to the Culture Days blog and be sure to join our online communities on [Twitter](#), [Facebook](#), [YouTube](#) and [Flickr](#).



posters or activity notices in your area? Received an e-flyer in your inbox, or come across a badge on someone's website? Post photos of Culture Days sightings in your area to the [Flickr pool](#) or [Facebook page](#).

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