

Newsletter / August 26, 2010

Canada's first weekend-long arts and culture party offers over 3500 registered activities!

Thousands of individual artists, groups and organizations in over 500 cities and towns from every province and territory have created and registered more than 3500 free activities for Culture Days 2010. The call to celebrate arts and culture has resonated with rural and urban communities alike, reaching milestone activity numbers in just four months since the launch in April. In Culture Days' first year, over 2000 activities will take place in Québec, 700 in Ontario, 200 in Alberta, and 115 in Manitoba, to name a few. **Thanks for joining the movement!**

With all the activities now registered with Culture Days, a new function has been added to the website to make it easier to connect people with relevant activities: **Search by postal code!** Just enter your postal code to find Culture Days activities within an hour's drive of you (i.e. up to 75 km). Try it [here](#). Don't forget to let others know about it.

IMPORTANT: If you are an activity organizer and your activity is still in draft state, be sure to finalize the details and publish immediately, to ensure that your activity makes it into the stories we are pitching to the media, as well as community calendars, other free event listings, the program guides that some communities are producing, and other promotional opportunities through the Globe and Mail and CBC.

Aim to publish your activity by September 1st. If there are a few details to be confirmed later, you can let the reader know in your Activity Description - invite them to check back mid-September for an update. Publish today!

Brandish your badge + personalize your ad

Culture Days web badges are here! Show off your support of the movement; wear the Culture Days badge on your website with pride. Click here for the [badges](#). Don't forget to send us a photo showing how you're using the Culture Days marketing and promotional materials. You can upload your image directly to the [Culture Days Flickr photo group](#).

But wait! There's more... If you've published an activity, your very own personalized web banner ad is waiting for you! Just login to the [My Activities page](#) and click on "Promote" under the ACTIONS column. The banner ad comes pre-filled with your activity details, and all you have to do is copy and paste the code into your website. If you have friends or sponsors with websites, send them the code and ask them to add the banner to their websites to promote your activity!

And have you noticed? TV and radio ads are now online - check them out [here](#).

Promote activities!

If you are organizing an activity, consult the [Promote Your Activity](#) area on the website for ready-to-use marketing materials and tips on promoting your activity. If you are planning an event that involves several activities, be sure to register each of those activities as separate listings. This prevents confusion about when and where each activity takes place. Plus, it will maximize the opportunities for the public to find out about you and your activities.

If you are not organizing an activity but want to support the movement, consider helping to promote activities. Visit the [Celebration Schedule](#), look for activities that interest you, and then either compile a list of interesting activities to email your friends, or use the Facebook Like or Twitter buttons on every Activity Page to share your recommendations. Click [here](#) for more suggestions on fun ways to get involved.

If you work for a municipality or a business that is interested in raising the profile of your community, get in touch with a provincial rep to find out how you can promote activities in your area. Click [here for a list of regional contacts](#). Some community promoters are creating local program guides using information exported by the national office from the Celebration Schedule. Get in touch to find out how to get a list of activities in your area.



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