

**Business for the Arts
Le Monde des Affaires pour les Arts**



**August 14, 2007
Press Release**

***19 Arts and Heritage Organizations Submit Winning Sponsorship Proposals to
Partner with Business through ArtsVest***

***Over \$130K could Flow to 19 Arts & Heritage organizations in the Niagara Region, if
Businesses match the \$65K ArtsVest Challenge Fund***

Business for the Arts released the names of nineteen Niagara Region Arts and Heritage organizations eligible to participate in the ArtsVest challenge this year. They are eligible for a maximum of \$5000 from the ArtsVest matching pot if they secure business partners that match those funds this year. By the Spring of 2008, Business for the Arts will announce the winning partnerships in Niagara Region and celebrate some of the most innovative Business and Arts sponsorships. The idea is to generate win-win relationships for Business, the Arts and the Community at large.

Funds generated through **ArtsVest** will support projects such as The St. Catharines and Area Art Council's *James Street Night of Art* and the Grimsby Public Art Gallery's restoration and relocation of an outdoor sculpture. Their proposals include unique sponsorship benefits for business partners.

Other organizations that have submitted interesting partnership opportunities as part of the **ArtsVest Challenge** include: MetaPhysical Theatre, The Gallery Players of Niagara, The Niagara Symphony Association, Niagara International Chamber Music Festival, Lyndesfarne Theater Projects, Niagara Artists' Centre, Theatre Beyond Words, The School of Restoration Arts at Willowbank, RiverBrink - Home of the Weir Collection, Chorus Niagara, Fort Erie Arts Council, Mildred M. Mahoney Doll's House Gallery, St. Catharines Museum, Nathaniel Dett Memorial Chapel/Norval Johnson Heritage Centre, Music on the Henley and Suitcase in Point Arts Performances.

Nichole Anderson, Business for the Arts, said: "I am eager to see what kinds of partnerships will arise with the 19 Niagara Region arts and heritage organizations to support the variety of exciting events and sponsorship proposals they have on offer. Arts & Heritage organizations are able to offer interesting opportunities to business partners, from great marketing value and public relations, to employee discounts, team-building workshops and unique events for clientele. The unique partnership ideas are endless!!"

A total of \$65,000, \$25,000 of that contributed by the Niagara Community Foundation, was made available to Niagara Region arts and heritage organizations through the **ArtsVest** program. Upon learning of the 19

successful applicants, Betty – Lou Souter, Board Chair of the Niagara Community Foundation remarked: "The variety of recipients, in terms of size, mandate and location, speaks volumes about the depth and breadth of arts and heritage groups across Niagara"

"Arts and culture form one of the pillars of a sustainable community. This tremendous response by the Niagara Region arts community demonstrates an energy and enthusiasm to find new ways of reaching a wider audience, and I look forward to hearing about the successful applicants," said Regional Chairman Peter Partington.

Commenting on the launch of **ArtsVest** in the Niagara Region, Culture Committee Co-Chair and Regional Councillor, Judy Casselman, stated: "We are pleased to be one of four communities to participate in this innovative partnership to enhance Niagara's arts and heritage sector. This new initiative provides opportunities for both arts and heritage groups and sponsoring businesses to connect in a way that will enrich the cultural experience in Niagara. Congratulations to the 19 organizations who have committed to be part of the ArtsVest challenge. We anticipate that this venture will lead to the the development of a cultural investment program that has the potential for further growth."

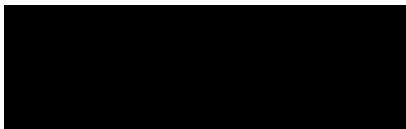
The Niagara Region is one of four communities taking part in the final year of the three-year **ArtsVest** program which also includes Sault Ste. Marie, Kingston, and Orillia.

In the past two years, **79 arts organizations** in seven communities partnered with **246 Business Partners (152 of which were first time sponsors)**. New sponsors stepped up from all sectors of the business world including oil and power, banks and insurance, media, printing shops, car dealerships, real estate brokers and local malls.

ArtsVest was developed by **Business for the Arts** (formerly the Council for Business and the Arts in Canada) to encourage stronger ties between business and the arts. The program, which is supported by the Ontario Trillium Foundation and the Ontario Ministry of Culture, stimulates new, mutually beneficial partnerships between business and the arts by **matching all NEW sponsorship dollars**.

Business for the Arts' three-year Ontario **ArtsVest** pilot will make it possible for **eleven communities** across Ontario to secure challenge funding ranging from \$25,000 to \$75,000 per community. In total it is anticipated that **\$1.5 million in new funding** will flow to the arts in Ontario over this period.

For more information about ArtsVest please contact:
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ArtsVest is a program run by Business for the Arts with funding provided by the Ontario Trillium Foundation, the Ontario Ministry of Culture, the Niagara Community Foundation and the Department of Canadian Heritage.