



FOR IMMEDIATE RELEASE

Business for the Arts awards \$250,000 in matching incentives and sponsorship training to five Ontario municipalities

Elliot Lake, Midland, North Bay, Ottawa and Windsor to benefit from artsVest™ program encouraging business investment in the arts

(TORONTO, ON – February 7, 2012) Business for the Arts announced today that five Ontario communities will receive matching incentive grants and sponsorship training through its artsVest program, designed by Business for the Arts and funded by the Government of Ontario, the Ontario Trillium Foundation and Canadian Heritage. artsVest operates at a local level to spark business investment in arts and culture, bolster municipal cultural plans and help develop the creative economy.

Municipalities in the process of developing or implementing a cultural plan were invited to apply for the program and a chance to bring \$25,000 to \$100,000 in matching funds to their cultural sector. Cultural organizations in Elliot Lake, Midland, North Bay, Ottawa and Windsor will now receive training on securing private sector support and will be encouraged to apply for a matching incentive grant that will initiate new sponsorships from the local business community.

“We are delighted to bring the artsVest program to these communities and to assist local businesses and arts and culture organizations in forging partnerships that will bolster cultural resources,” said Nichole Anderson, President and CEO of Business for the Arts.

Since 2005, artsVest has been in 16 municipalities across Ontario, providing \$785,000 in matching funds to local cultural organizations and sparking \$1.4 million in local private sector sponsorship. artsVest’s impact to date includes partnerships between 502 businesses and more than 180 arts and culture organizations in Ontario. The program has initiated first-time investments in the arts from 280 businesses.



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artsVest Ontario 2012 will launch in each selected community with a networking event designed to bring together local private, public and cultural sectors to develop cultural assets and build the creative economy at a local level. The program will offer capacity-building sponsorship training workshops and resources to small- and mid-sized cultural organizations, designed to help them secure local private sector support. Arts and culture organizations will then be encouraged to apply for a matching incentive grant, which will match, dollar for dollar, new sponsorships with local businesses. For more information on the artsVest program, visit www.artsVest.com.

Business for the Arts aims to strengthen arts and culture in Canada by connecting arts organizations to business patrons and volunteers through our *artsScene* and *boardLink* programs; by providing arts organizations with matching incentive funds to stimulate business investment and professional development resources to improve their sustainability through *artsVest*; by communicating the value of investing in the arts through advocacy and research via our *Roundtables* and *Surveys*; and by providing a platform for arts organizations to celebrate their outstanding business partners in the arts through our *National Awards Gala* and media partnerships. For more information, visit www.businessforthearts.org.

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