

Newsletter / March 18, 2010

Pre-Register Your Activity today!

Individual artists, diverse cultural groups, organizations, municipalities, and festivals old and new, small and large are coming together in the pan-Canadian volunteer movement known as Culture Days to catalyze and inspire greater public participation in arts and culture.

Join the movement! Fill out this [preliminary registration form](#) to let us know you intend to offer an arts or cultural activity during Culture Days in your region!

What's this about?

Culture Days is a volunteer movement and annual event open to all communities and individuals who believe in the importance of arts and culture in Canadian life. *How the movement works:* Provinces and territories across Canada are each designating a weekend in September as Culture Days in their region. Volunteer committees are working at the provincial and national levels to secure **media partners and corporate champions** who will help get the word out to the Canadian public. During Culture Days, thousands of activity organizers across Canada will invite the public to experience and co-create arts and culture in the very communities where they live. **Will you be one of them?**

This is an open call for all individuals, groups and municipalities to join the movement and offer a *free* participatory or interactive arts or cultural activity during Culture Days in your region. Everyone is encouraged to get involved – whether you are a professional or amateur cultural creator (i.e. artist, artisan, educator, *animateur*, historian, curator, architect, designer, etc), group or organization, including culturally diverse, Aboriginal, urban and rural communities. There is no fee to register. If you have a free participatory or interactive arts or cultural activity to offer to the public during Culture Days in your region – be it new or something you already have planned – [register your activity here!](#)

When will Culture Days be in my province or territory?

For the year 2010, Culture Days will take place during the following dates:

- British Columbia: September 24 – 26
- Yukon: TBA
- Alberta Arts Days: September 17 – 19
- Northwest Territories: TBA
- Saskatchewan: September 24 – 26
- Manitoba: September 24 – 26



More Quick Updates

Thanks for sending in your photos and videos for the Culture Days video montage! We received hundreds of submissions from across the country... Watch for a link to the video in an upcoming newsletter! ▶

Martin DeGroot writes about Culture Days in Waterloo's The Record. Check out the article on our Media Coverage page. ▶

Provincial Task Forces for Prince Edward Island and Newfoundland & Labrador have grown! See who's joined. ▶



Tools, Tips & Stories

ICC's Best Practices Award - deadline: May 30, 2010

The Institute for Canadian Citizenship's Best Practices Award recognizes best practices in citizen engagement. This year's focus is on education. "We feel that Canada's cultural



institutions play a very significant role in civic education and have many unique programs designed to engage citizens in active exploration of and participation in Canadian heritage, arts, culture, industry, history, etc." Nominate your program [here](#).

[Red Deer Museum + Art Gallery during Alberta Arts Days 2009](#)

- Nunavut: TBA
- Ontario: September 24 – 26
- Québec *Journées de la culture** : September 24 – 26
- Newfoundland & Labrador: TBA
- Prince Edward Island: TBA
- Nova Scotia: TBA
- New Brunswick: TBA

*Activity registration for Québec's *Journées de la culture* is available on the website of [Culture pour tous](#).

Why will this work?

Culture Days is a valuable collective experiential marketing opportunity for “the outside world” to get a glimpse of what and who is *inside*. People love to peep behind the scenes. People want to know who you are! Many will even want to learn how to “do” arts and culture themselves. (Look at how popular biographies and documentaries are, or the thousands of blogs and videos online that show you how to DIY - Do It Yourself.)

Culture Days is a hands-on opportunity to get intimate with arts and culture in person.

Everyone has a creative spark in them. Every community is full of creativity, arts, and culture. Culture Days is a unique opportunity to boost the reach and impact of all our arts and cultural activities *year-round* by collectively working together to showcase the vibrancy of our arts and culture, and to encourage everyone to discover something new, something different, and to re-connect with their own creativity and community.

For more great reasons to get involved, check the call for participation on [your province or region's Culture Days webpage](#).

Questions? Please read [our FAQ](#). Still got questions? [Contact us](#).



Provincial calls for participation

Information has been posted online for activity organizers in [Saskatchewan](#), [Ontario](#), [British Columbia](#), and [Manitoba](#). Organizers in Québec are asked to sign up through [Québec's Journées de la culture](#). Information for other provinces coming soon!



Keep planning!

The full activity registration system will be available soon. Now's the time to plan and prepare details like photo(s), date (s), time(s), location, etc. Stay tuned!



Feedback

What do you think of our newsletter? Let us know [your thoughts](#).



[Video tour](#) of Alberta Arts Days 2009 activities organized by Red Deer Museum + Art Gallery



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