



Culture Days festival hires Endeavour, Media Profile

A new national festival called **Culture Days** has retained **Endeavour** of Toronto as its advertising agency of record and **Media Profile** as its public relations agency of record. The free annual event, which will debut in September, is intended to encourage the participation of Canadians in the artistic and cultural life of their communities. Endeavour will handle marketing, sponsorship activities, branding, media planning and media buying. Media Profile's assignment includes communications strategy and media relations.