



FOR IMMEDIATE RELEASE

Business for the Arts welcomes inaugural group of artsScene™ Ambassadors

10 Toronto business professionals donate \$5,000 each to help bolster artsScene program

(TORONTO, ON – February 15, 2012) Business for the Arts is delighted to announce its inaugural artsScene™ Ambassadors, a select group of business professionals who have each donated \$5,000 to help bolster the artsScene program over the next three years (2012-2014). artsScene is a volunteer-driven program of Business for the Arts with the goal of fostering the next generation of business leaders who support the arts through volunteerism and patronage.

Since its inception in Toronto in 2006, artsScene has spread across the country and is now active in eight cities: Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver. These local artsScene chapters, each run by a volunteer committee of young professionals from the local business community, curate events to appeal specifically to their peers and colleagues. These events highlight their cities cultural delights, often involving unique behind-the-scenes experiences and an opportunity to meet arts and business leaders who are engaged in fostering the arts.

Business for the Arts is pleased to welcome the first artsScene Ambassadors, based in Toronto:

Robert Baines - Executive Director, The Canada-Albania Business Council

Guy Beaudin - Senior Partner, RHR International

Alain Bergeron

Alex Bettencourt - President, Elletrica

Kevin Fairs - US & GT UK Strategy | Client Experience, RBC Wealth Management

Jessica Foster - Co-CEO, Koral Holdings

Nancy Jain - President, G&N Developments

Irfhan Rawji - Director, Onex Corporation

Paul G. Smith - CEO, Equity Financial Holdings Inc.

Joel Stevens - Entrepreneur

“We are delighted to welcome our first volunteer artsScene Ambassadors, and applaud their leadership and commitment to fostering arts and culture in Canada by supporting artsScene nationally,” said Nichole Anderson, President and CEO of Business for the Arts. “artsScene offers young professionals across the country a wonderful opportunity to meet and mingle with like-minded individuals who seek inspiring and meaningful encounters with the arts, and we encourage more young professionals to get involved.”



In 2011, artsScene's impact on business support of the arts in Canada included approximately 2,000 young professionals engaged in the arts through 35 signature events across the country; artsScene's boardLink™ volunteer-matching events saw approximately 60% of the participating arts organizations recruit a young professional as a new board director or volunteer through the event; and nearly 100 arts organizations were impacted through events, programs, promotions and outreach.

In addition, Simon Foster, the 2011 winner of the annual Arnold Edinborough Award (presented by Business for the Arts and artsScene in recognition of a business professional under 40 who has demonstrated exemplary leadership and volunteerism in the arts) donated his \$5,000 award to the Framework Foundation and went a step further by matching that donation and giving an additional \$5,000 to another favourite cause, Canada's National Ballet School.

For more information on artsScene, visit www.businessforthearts.org/programs/artsscene

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 stimulating investment in the arts through matching incentives and sponsorship training for arts organizations with *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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For more information, please contact:

Christine Amendola
 Communications Manager
 Business for the Arts
 416-869-3016 ext. 226
c_amendola@businessforthearts.org