

FOR IMMEDIATE RELEASE

Business for the Arts announces winners of 2012 National Business for the Arts Partnership Awards

Gala evening on October 4 in Toronto to celebrate contributions of Canada's business leaders to the arts

(TORONTO, ON - March 28, 2012) Business for the Arts, Canada's national association of business leaders who support the arts, is pleased to announce the winners of the 2012 National Business for the Arts Partnerships Awards, which will take place Thursday, October 4, 2012 in Toronto. Each year, the Business for the Arts Awards Gala brings together Canada's foremost business and arts leaders to recognize extraordinary contributions made by individual business leaders, companies and volunteers who have shown outstanding commitment to the arts in Canada. More than 400 guests will gather to celebrate this year's award winners:

Edmund C. Bovey Award

Pierre Bourgie, President & CEO, Société Financière Bourgie Inc. (Montreal, QC) - As a result of the transformative model he has created and funded at the Montreal Museum of Fine Art, Mr. Bourgie has merged music with the visual arts to add a dynamic new experience for patrons of the museum.

Arnold Edinborough Award

Mo Dhaliwal, Director of Client Services, Skyrocket (Vancouver, BC) - As a patron of the arts, Mr. Dhaliwal has invested thousands of volunteer hours to strengthen cultural projects and encourage cross-cultural understanding, most notably through the creation of the Vancouver International Bhangra Celebration Society.

Globe and Mail Business for the Arts Partnership Awards (four categories):

Best Entrepreneurial Partnership

Seaton Group, nominated by Headwaters Arts (Caledon, ON) - Through the revitalization and creation of the Alton Mill Arts Centre, the partnership between Seaton Group and Headwaters Arts has helped benefit the Town of Caledon, local businesses and tourism.

Most Effective Corporate Program

TD Bank Group, nominated by The Banff Centre (Banff, AB) - For three decades, TD Bank Group has been



a committed supporter of The Banff Centre in Alberta, and most specifically has focused its support on the Centre's unique jazz program.

Most Innovative Marketing Sponsorship

PricewaterhouseCoopers, nominated by ArtsClub Theatre (Vancouver, BC) - By cultivating local artists and investing in new works that contribute to Canada's cultural distinctiveness, PricewaterhouseCoopers demonstrates innovation in raising brand awareness and in giving back to the community.

Small Business Partnership

Incredible Printing, nominated by Theatrefront (Toronto, ON) - As a champion of the performing arts for more than 30 years, Incredible Printing understands the needs of arts organizations and goes above and beyond to help make production and promotional materials possible.

For complete information on our 2012 award winners, visit the Business for the Arts website at www.businessforthearts.org/awards/.

"We congratulate this year's award winners and look forward to an inspiring evening," said Nichole Anderson, President and CEO of Business for the Arts. "Our award recipients represent what is achievable when business and the arts connect, and we applaud their leadership and dedication. The impact of their commitment and efforts is a testament to the importance of private sector investment in arts and culture in Canada."

Following the gala and awards ceremony, the celebrations will continue with the Arnold After Party to be held in Vancouver. For tickets or information about the gala, call Kaija Corlazzoli at 416-871-4275 or visit www.businessforthearts.org/awards.

Awards Gala Partners:

Presenting Partner: Sun Life Financial

Arnold Edinborough Award Partner: Michael Vukets & Associates

Arnold Party Presenting Partner: Aeroplan

Official Media Partners: The Globe and Mail, CBC

About the Awards

Named after the founding Chairman of Business for the Arts, **The Edmund C. Bovey Award** honours a business professional who has demonstrated a lifetime of significant support and/or leadership in arts



and culture in Canada. This year's winner receives a sculpture and will be able to direct \$20,000 of the Bovey Award fund to an arts organization(s) of their choice.

Named after the first President of Business for the Arts, **The Arnold Edinborough Award** recognizes a business professional under 40 who has demonstrated exemplary leadership and volunteerism in the arts. The winner receives a work of art by an emerging Canadian artist and \$5,000 to be given to the arts organization(s) of their choice.

The Globe and Mail Business for the Arts Partnership Awards recognize companies that have demonstrated an outstanding commitment to arts and culture in Canada in four categories:

Best Entrepreneurial Partnership recognizes a business that has taken an entrepreneurial approach to partnering with the arts and realized a challenging project or innovative goal.

Most Effective Corporate Program recognizes a business that has implemented an in-depth, comprehensive program to foster the arts and culture sector in Canada, while meeting corporate objectives.

Most Innovative Marketing Sponsorship recognizes an innovative partnership with the arts where both the business partner and the arts organization benefit from a unique marketing venture.

Small Business Partnership recognizes a business with fewer than 50 employees that has entered into a partnership with the arts.

Since 1974, **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.

For more information, please contact:

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