



**FOR IMMEDIATE RELEASE**

## **Business for the Arts to launch artsVest™ in Nova Scotia**

*Program will bring \$68,000 in matching incentive grants and sponsorship training to build province's cultural sector over the next two years*

(TORONTO, ON – September 30, 2013) Business for the Arts, Canada's only national charitable organization of business members who support the arts, announced today that it will bring its successful artsVest™ program to Nova Scotia in 2013-2014. The program will be delivered with funding support from Canadian Heritage in partnership with Arts Nova Scotia.

artsVest is a sponsorship training and matching incentive program developed by Business for the Arts that helps facilitate effective partnerships between cultural organizations and local businesses. The program will provide free sponsorship training workshops and \$68,000 in matching incentive grants to arts and heritage organizations in Nova Scotia to generate new private sector support of the arts.

“Business for the Arts is excited to launch our flagship program in Nova Scotia to support the growth and development of the province's creative community,” said Nichole Anderson, President and CEO of Business for the Arts. “Private sector investment in the arts is critical to the success of the cultural sector, and artsVest helps empower cultural organizations by giving them the resources to generate new revenue streams and to establish sustainable, long-term partnerships with the local business community.

The program will be co-ordinated by new Program Manager Scott Burke, an award-winning artistic producer, festival curator, administrator, playwright and director who has served as Artistic Producer for Eastern Front Theatre, Theatre New Brunswick, and Ship's Company Theatre. Over the last two decades, he has built a reputation for the financial and artistic revitalization of organizations at critical points in their trajectories. He can be reached at [s\\_burke@businessforthearts.org](mailto:s_burke@businessforthearts.org) or (902) 424-0350.

Immediately following the launch of artsVest Nova Scotia, Information Sessions and Sponsorship Workshops will be held in four locations in Nova Scotia : Halifax October 1, Liverpool October 2, Antigonish October 3, and Sydney October 4. Eligible organizations intending to apply to the artsVest program must attend one of the workshops. For more information and registration please contact Scott Burke at [s\\_burke@businessforthearts.org](mailto:s_burke@businessforthearts.org).



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Also operating in seven communities across Ontario, Toronto, Saskatchewan and British Columbia, the goals of artsVest are to leverage public sector dollars to build partnerships with the arts community; stimulate new business investment in the arts; train arts and cultural organizations to approach the business sector with a partnership plan; activate municipal cultural plans and build local cultural assets; and showcase what is possible when business invests in the arts.

Since the introduction of the program in Ontario in 2002 to 2013, 1,571 businesses have partnered with 465 cultural organizations through artsVest – 968 of these businesses were first-time sponsors of the arts. A total of \$2.92 million in matching funds generating over \$6 million in private sector sponsorship and resulted in an influx of more than \$9 million to the cultural economy. For more information on the program, visit [www.artsVest.com](http://www.artsVest.com).

**The application deadline for artsVest Nova Scotia is November 1, 2013. Organizations intending to apply for the program must attend one of four Information Sessions and Sponsorship Workshops offered October 1 to 4 in various locations in Nova Scotia.**

#### **About Business for the Arts**

Founded in 1974, Business for the Arts aims to strengthen arts and culture in Canada by connecting arts organizations to business patrons, volunteers and ambassadors, and by providing resources for arts and business leaders to establish and build successful partnerships. For more information, visit [www.businessforthearts.org](http://www.businessforthearts.org).

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