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Business for the Arts and Arts Nova Scotia welcome 26 arts, culture and heritage groups in Nova Scotia to participate in artsVest™ program

Community investment program encourages arts groups to partner with local businesses

(TORONTO, ON – December 10, 2013) -- Business for the Arts, Canada's only national charitable organization of business members, and Arts Nova Scotia, Canada's newest arts funding agency, announced today the list of artsVest participants in Nova Scotia to receive \$68,000 in matching incentive funds for 2013-2014. artsVest Nova Scotia is a sponsorship training and matching incentive program developed by Business for the Arts and delivered in Nova Scotia with funding from Arts Nova Scotia and Canadian Heritage.

artsVest Nova Scotia assists small to medium-sized arts and culture organizations in the development of new and mutually beneficial partnerships with local businesses through matching incentives and free sponsorship workshops. Following a jury process and a review of 34 applications, 26 organizations have been pre-approved for funding. For a complete list of organizations, please visit our website at <http://www.businessforthearts.org/media-room/>.

“Arts Nova Scotia is uniquely positioned as this province's newest arts funding agency to deliver programming that is innovative and creative,” said Christopher Shore, Director of Arts Nova Scotia. “This initiative, which is made possible through our newly announced Support4Culture program, will encourage new relationships between the business community and arts organizations. That's a winning strategy for everyone.”

“We are delighted to welcome 26 arts, culture and heritage organizations to the artsVest program in Nova Scotia. We are thrilled that Nova Scotia is the first province in eastern Canada to partner with us and participate in the artsVest program,” said Nichole Anderson, President and CEO of Business for the Arts. “We look forward to celebrating the program's impact and the successful partnerships between arts, culture and heritage organizations and local businesses in the coming year.”



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Also operating in Ontario, Toronto, British Columbia and Saskatchewan, 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 generated over \$6 million in private sector sponsorship resulting in an influx of more than \$9 million to the cultural economy. For more information on the program, visit www.artsVest.com.

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.

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