



For Immediate Release  
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**Business for the Arts awards \$287,350 in matching incentives and sponsorship training to 82 arts, culture and heritage groups in British Columbia**

**National artsVest™ program encourages local business investment in the arts**

(TORONTO, ON – January 22, 2014) Business for the Arts, Canada’s only national charitable organization of business members who support the arts, announced today the list of artsVest participants in British Columbia for 2013-2014. artsVest B.C. is a sponsorship training and matching incentive program developed by Business for the Arts and delivered with funding from **Canadian Heritage and the Province of British Columbia, the City of Kelowna, the Columbia Basin Trust, the Capital Regional District and TELUS.**

**artsVest B.C.** 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. The program is being delivered in five regions around the province: Columbia Basin, Central Okanagan, Capital Regional District, Comox Valley/Courtenay/Campbell River and the Cowichan Valley. Following a jury process and a review of 88 applications, 82 organizations have been pre-approved for funding. For a complete list of organizations, please visit our website at <http://www.businessforthearts.org/media-room/>.

“Congratulations to Business for the Arts for continued expansion of the artsVest program in British Columbia,” said **B.C. Community, Sport and Cultural Development Minister Coralee Oakes**. “The program is very successful in helping smaller arts and culture organizations in B.C. grow stronger through building better relationships with their local business community and implementing effective fundraising campaigns. The B.C. government is proud to support artsVest with \$150,000 this year – part of a \$450,000 investment over three years.”

“We are thrilled to welcome 82 arts, culture and heritage organizations to the artsVest program in five regions in British Columbia,” said **Nichole Anderson, President and CEO of Business for the Arts**. “We look forward to celebrating the program's community impact and



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the successful partnerships between arts, culture and heritage organizations and local businesses in the coming year.”

Also operating in Ontario, Toronto, Saskatchewan and Nova Scotia, 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](http://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](http://www.businessforthearts.org).

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