

**FOR IMMEDIATE RELEASE**

**Business for the Arts awards \$278,000 in matching incentives and sponsorship training to five Ontario communities**

*Huron County, Kingston, Kitchener-Waterloo, Mississauga and Oshawa to benefit from artsVest™ program encouraging local business investment in the arts*

(TORONTO, ON – May 1, 2014) Business for the Arts, Canada’s only national charitable organization of business members who support the arts, announced today that five Ontario communities will receive matching incentive grants and sponsorship training for 2014-2015 through artsVest™. The program, designed to assist small to medium-sized arts and culture organizations in developing new and mutually beneficial partnerships with local businesses, is delivered in Ontario with funding from Canadian Heritage, the Ontario Trillium Foundation and the Ontario Ministry of Tourism, Culture and Sport.

Municipalities in Ontario were invited to apply for the program and a chance to bring matching funds to their cultural sector. artsVest will launch in Huron County, Kingston, Kitchener-Waterloo, Mississauga and Oshawa with a networking event designed to bring together local arts and culture organizations, business and community leaders and an in-depth sponsorship training workshop. Arts and culture organizations will then be encouraged to apply for a matching incentive grant that will match, dollar for dollar, new sponsorships with local businesses.

**Total artsVest Ontario Fund Allocation for 2014-2015:**

**Huron County: \$15,000**  
**Kingston: \$85,000**  
**Kitchener-Waterloo: \$75,000**  
**Mississauga: \$60,000**  
**Oshawa: \$43,000**

“We are delighted to bring the artsVest program to these new Ontario communities for 2014-2015,” said Nichole Anderson, President and CEO of Business for the Arts. “artsVest continues to impact every community it enters by helping to facilitate new partnerships between local businesses and arts groups, and by strengthening the local economy and cultural resources.”

Also operating in Toronto, Nova Scotia, 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. Visit [www.artsvest.com](http://www.artsvest.com) for information about artsVest.

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

Founded in 1974, Business for the Arts is Canada's only national charitable organization of business members who support the arts. Our vision is to inspire Canada's business community to partner with the arts to ensure a thriving cultural sector. We connect, educate and invest to bridge the gap between business and the arts. For more information, visit [www.businessforthearts.org](http://www.businessforthearts.org).

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