



FOR IMMEDIATE RELEASE

Business for the Arts launches second year of artsVest™ in Nova Scotia

Program will bring \$104,000 in matching incentive grants and free sponsorship training to build province's cultural sector for 2014-2015

(TORONTO, ON – May 5, 2014) Business for the Arts, Canada's only national charitable organization of business members who support the arts, announced today in Halifax the second year of its successful artsVest™ program in Nova Scotia for 2014-2015. The program will be delivered with funding support from Canadian Heritage in partnership with Arts Nova Scotia.

artsVest™ is a Business for the Arts matching incentive and sponsorship training program designed to spark new business sponsorship of arts and culture. Arts and culture organizations in Nova Scotia will receive free, in-depth sponsorship training and will be invited to apply for a total of \$104,000 in matching incentive grants, which they will have six months to match with new sponsorships from local businesses.

“Business for the Arts is thrilled to support the growth and development of Nova Scotia's creative sector,” said Nichole Anderson, President and CEO of Business for the Arts. “It's important to empower cultural organizations by giving them the tools and resources needed for sustainability, and we look forward to celebrating more successful partnerships between local businesses and arts groups in the coming months.”

“Arts Nova Scotia is very pleased to commit additional resources to the second year of the artsVest program,” said Christopher Shore, Director of Arts Nova Scotia. “This funding, which is made possible through the province's Support4culture program, is all about helping cultural organizations to build meaningful relationships with businesses. Helping those organizations to build their own capacity.”

Information sessions and sponsorship workshops will be held in four locations in Nova Scotia: Yarmouth June 9, Halifax June 10, Antigonish June 11, and Sydney June 12. Eligible organizations intending to apply to the artsVest program must attend one of the workshops.



Canadian
Heritage

Patrimoine
canadien





Also operating in 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.

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. Visit www.artsvest.com for information about artsVest.

For more information, please contact:

Christine Amendola
 Communications Director
 Business for the Arts
 416-869-3016 ext. 230
c_amendola@businessforthearts.org

Scott Burke
 artsVest Nova Scotia Program Manager
s_burke@businessforthearts.org
 902-424-0350



Canadian
Heritage

Patrimoine
canadien

