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Business for the Arts successfully wraps 2013-2014 artsVest™ program in Saskatchewan; launches 2014-2015 program with 59 arts and culture organizations receiving matching incentives and sponsorship training

(TORONTO, ON – August 26, 2014) Business for the Arts, Canada’s only national charitable organization of business members who support the arts, announced today the results of the 2013-2014 artsVest™ program in Saskatchewan.

artsVest is a sponsorship training and matching incentive program of Business for the Arts delivered in Saskatchewan with funding from Canadian Heritage and the Government of Saskatchewan. The program assists small-to-medium-sized arts and culture organizations in securing sponsorships with local businesses in the cities of Regina and Saskatoon, and seven districts in the province.

For 2013-2014, a total of 29 arts and cultural organizations participated in the program with 185 business partnerships created. Of these, 107 were first-time business partners and 127 were long-term sponsorships. The new partnerships brought in \$1.13 million in new private sector investments. This generated more than \$1.42 million for Saskatchewan’s cultural economy.

For the 2014-2015 program, 59 arts and culture organizations have been pre-approved for \$330,000 in matching incentive grants. In Regina, 21 applicants received pre-approval for their plans, 15 in Saskatoon and 23 in the Districts. For a complete list of organizations, please visit our website at <http://www.businessforthearts.org/media-room/>.

“With growing momentum, Saskatchewan non-profit arts, culture and heritage organizations are building strategic partnerships with Saskatchewan businesses and other organizations,” Minister of Parks, Culture and Sport Mark Docherty said. “These mutually beneficial alliances are helping expand the cultural sector, which in turn contributes to our growing economy and enhances our enviable quality of life.”

“We are thrilled to see such fantastic results and delighted to welcome an impressive 59 arts and culture organizations to the 2014-2015 program,” said Nichole Anderson, President and CEO, Business for the Arts. “The success of artsVest in the province highlights what can be achieved when the business community partners with local arts organizations to support a dynamic creative economy.”





Also operating in Ontario, British Columbia 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 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.

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.

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