



**FOR IMMEDIATE RELEASE**

## **Business for the Arts welcomes 44 arts and culture groups to 2014-2015 artsVest™ program in Nova Scotia**

*Community investment program encourages arts groups to partner with local businesses*

**(TORONTO, ON – September 4, 2014)** Business for the Arts, Canada’s only national charitable organization of business members who support the arts, announced today the list of 2014-2015 artsVest™ participants in Nova Scotia to receive \$104,000 in matching incentives. The program is delivered with funding support from Canadian Heritage in partnership with Arts Nova Scotia.

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 training workshops. A total of 44 organizations have been pre-approved for funding, an increase from 26 arts and culture groups last year. For a complete list of organizations, please visit our website at <http://www.businessforthearts.org/media-room/>.

“We are excited to see 44 new arts, culture and heritage groups participate in this year's program, a significant increase over last year,” said Nichole Anderson, President and CEO of Business for the Arts. “We look forward to celebrating more successful partnerships with local businesses in the coming year as well as the continued growth of the province's creative community.”

“Once again Arts Nova Scotia is happy to partner with Business for the Arts to deliver the artsVest program in Nova Scotia.” said Christopher Shore, Director of Arts Nova Scotia. “We were encouraged by the results of year one of the program and look forward to helping more organizations form meaningful partnerships with the business community.”

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.



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Since the expansion of the program across Canada in 2011, a total of 1,913 partnerships have been created between arts and business, of which 1,181 are long-term. Since the introduction of the program in Ontario in 2002 to 2014, 2,334 businesses have partnered with 678 cultural organizations – of which 1,509 were first-time sponsors. A total of \$4.06 million in matching funds generated more than \$9.96 million in private sector sponsorship and resulted in an influx of more than \$14.02 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](http://www.businessforthearts.org). Visit [www.artsvest.com](http://www.artsvest.com) for information about artsVest.

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