

Media Release
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City of Edmonton invests in sixteen new festivals and seven local celebrations

Edmonton... Edmontonians love to come together and celebrate, and with investments from the City of Edmonton and the Edmonton Arts Council through the Community Investment Program's Festival Seed and Celebrations grants, we now have more than 20 new and emerging festivals and celebratory events to look forward to in 2013.

"Festivals and celebrations are essential to the City of Edmonton's character," said Stephen Williams, Director of Grants, Awards and Support Programs at the Edmonton Arts Council. "Festivals and celebrations provide an opportunity for Edmonton's cultural groups, communities and arts disciplines to unite. They also help Edmonton audiences celebrate and learn about those communities and cultures."

A total of \$150,400 in Festival Seed funding was invested in 16 new and emerging festivals. The festivals are diverse and wide-ranging, and include emerging festivals such as DEDfest, the Heart of the City Festival and Hip Hop in the Park, as well as festivals that are new to the Edmonton Arts Council's Festival Seed grant, such as the Edmonton Rock Music Festival, the Edmonton Jewish Film Festival and Avenue Goes to the Dogs.

"The Festival Seed grant is another step for our community festival – while retaining links to the 118th Avenue neighbourhood, this grant will allow us to grow and become a destination event for dog people from every part of the city," said Mari Sasano, the Festival Manager for Avenue Goes to the Dogs. "We will be able to put on a better event with more participants and to promote the festival more effectively."

A total of \$41,000 in Celebrations funding was also granted to seven organizations for one-day celebrations, including Celebrate Canada Day in Mill Woods, the African Arts and Poetry Day and the Sourdough Raft Race.

The Community Investment Program provides funding to arts and festival organizations in the City of Edmonton from the municipal tax base. The Festival Seed Grant Program provides limited assistance to resident not-for-profit organizations for the purpose of funding new or emerging festivals. Groups may only receive two years of Festival Seed funding before moving to the Festival Operating program. The Celebrations and Major Parades grant program assists with the production of one-day celebratory events and/or major parades within the City of Edmonton.

For more information on the Community Investment Program or the Edmonton Arts Council, please visit edmontonarts.ca

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The Edmonton Arts Council is a not-for-profit organization that supports and promotes the arts community in Edmonton. The Edmonton Arts Council works to increase the profile and involvement of arts and culture in all aspects of our community life.

Media Contact:

Jenna Turner

Communications Officer, Grants, Awards and Support Programs

780-424-2787 ext 239

jturner@edmontonarts.ca