



NEWS RELEASE

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FOUR MAJOR DONORS HELP LAUNCH ARTICIPATE COMMUNITY CAMPAIGN AT 82%

Ottawa, Ontario – At a time when, more than ever, the local arts community is in need of some positive news, Arts Ottawa East (AOE) proudly announced, today, it has achieved 82% of its \$5 million goal for the ARTicipate! Endowment Fund Campaign.

Spearheaded by AOE, the ARTicipate! Campaign will raise much-needed funds to help ensure a sustainable future for arts and culture. The endowment fund will support, in perpetuity, arts activities within the Shenkman Arts Centre.

Ronald Caza, Chair of the ARTicipate! Campaign Cabinet introduced four major donors to the fund: Minto Foundation, Trinity Development Foundation, Bank of America and Bel-Air Toyota. Through the purchase of naming rights within the centre, their donations have helped increase the fund to \$4.1 million.

"On behalf of the ARTicipate Campaign Cabinet, Arts Ottawa East and the artists who will benefit from the fund, I would like to thank these companies for their generosity and commend them for their leadership and ongoing community support," said Christine Tremblay, AOE's Executive Director. "Their actions underscore the importance of municipal support of the not-for-profit sector, which in turn attracts corporate donations and participation."

With Minto's \$250,000 contribution to the fund, the courtyard at the front of the Shenkman Arts Centre will be named *Agora Minto-Orléans*. This donation is yet another example of the foundation's continued support of the arts in Ottawa.

"Minto is proud to support the ARTicipate! Endowment Fund because the arts are an integral part of every community's overall health and vitality. Without a balanced community, one that includes high quality schools, hospitals, sports, arts and entertainment, Minto can't be successful," said Roger Greenberg, Minto's Chief Executive Officer.

Trinity Development Foundation's \$250,000 donation further demonstrates its commitment to developing of the arts in Ottawa. The Trinity Art Gallery will display juried work by local artists, showcasing their art in a modern and professional environment.

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“Donating to the ARTicipate! Endowment Fund provides an opportunity for Trinity Development Foundation to firmly commit to the development, support and promotion of the arts within our community,” said John Ruddy, President of Trinity Development Group. “Arts Ottawa East has worked diligently towards making a community arts centre in the east end a reality, and to establish the ARTicipate! Endowment Fund. This is a true gift to the whole community.”

MBNA Bank of America and Bel-Air Toyota each contributed \$25,000 to the fund.

These major donors to the ARTicipate! Campaign were announced today, as Arts Ottawa East and the ARTicipate! Campaign Cabinet celebrated the launch of the community phase of its campaign. Community Campaign Chair Alan Morissette issued a challenge to the community to show their support.

“What a tremendous opportunity for us all to support local artists and ensure their success in the Shenkman Arts Centre,” said Morissette. “I invite the entire community to attend a campaign event, put their name on a theatre seat or make a personal donation to the endowment fund. Their investment is one that will greatly impact the artistic expression of the entire community for a long time to come.”

In the weeks and months ahead, various opportunities will be available for the community to contribute to the fund. Seats in Harold Shenkman Hall, the 500-seat theatre in the Shenkman Arts Centre, will be sold; further naming opportunities still exist; local arts organizations will hold fundraising events; personal and corporate donations will be accepted.

About ARTicipate Campaign:

In September 2007 AOE announced a \$1 million donation from the Shenkman Family Foundation, launching the ARTicipate! Endowment Fund Campaign. This contribution was added to a previously announced \$2.5 million from the Government of Ontario, providing AOE with excellent leverage for its campaign. The goal of the campaign is to build a \$5 million endowment fund, which will support the arts activities within the Shenkman Arts Centre.

For more information, please visit www.articipate.ca.

About Arts Ottawa East

AOE is a vibrant, pro-active not-for-profit community arts council dedicated to promoting, supporting and developing the practice and appreciation of the arts at all levels in Ottawa. AOE inspires and assists arts organizations and individual artists who create and present the visual, performing, media and literary arts in our community and who contribute to our cultural landscape. For over 15 years, AOE has been a tireless advocate for a professional east end community arts facility.

For more information, please visit www.artsoe.ca.

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