



Press Release

For Immediate Release

Community Invited to Pitch for cash at the 4th Annual Arts Exposed Conference

Conference kicks off with Cirque du Soleil keynote

Thursday, September 18, Aurora, ON - Organizers are pleased to announce that early bird registration is now open for the 4th annual Arts Exposed Conference taking place Friday October 24 at the SpringHill Suites by Marriott, Vaughan. Arts Exposed is a must-attend event for those who have a stake in arts and culture – including municipal planners, managers of festivals, galleries, museums or arts organizations, as well as artists, educators and students.

Yannick Spierkel, Company Manager of the infamous KURIOS show, and 20 year veteran at Cirque du Soleil, will kick off the conference with an insider's view of the Cirque du Soleil's road to success from its humble beginnings as a team of street performers in Quebec. Award-winning broadcaster Gill Deacon, host of CBC Radio One's *Here and Now* is emcee of the event.

"Arts Exposed will surprise and delight attendees. Attendee feedback from the past three years has been positively remarkable," said Nancy Bodi, Chair of the Arts Exposed Steering Committee.

Themed ThinkBIG, Arts Exposed 2014 will feature four interactive segments – Creating & Growing the Vision, Arts, Business & Community, Meet Your Funders & Mentors, as well The Big Pitch. Attendees can mingle and meet government agencies and funders during the lunch networking session.

New this year – ten pre-qualified participants will make a 2-minute live pitch at Arts Exposed to earn cash to support their arts and culture project. Artists, arts organizations, educators, students or general members of the public are encouraged to apply to be a pitch presenter at Arts Exposed. The deadline for applications is September 28, 11:59 p.m. All details regarding the pitch can be found on www.artsexposed.ca.

Arts Exposed is presented by a collaborative that includes economic development and cultural planners from Vaughan, Georgina, Richmond Hill, and Markham, as well as a group of local arts councils; the York Region Arts Council, Markham Arts Council, Arts Society King, Georgina Arts Centre and Gallery and Arts Richmond Hill.

This annual event is supported by The Regional Municipality of York, Central Counties Tourism, Metroland Media Group and the Ontario Trillium Foundation. The organizers are pleased that Cosmo Music and the SpringHill Suites by Marriott Vaughan are sponsoring the event this year and that Arts Exposed has also been integrated into Vaughan Small Business Week. Students enrolled in the Seneca Event Marketing as well as Seneca Exhibit & Design Programs are assisting with the event administration and décor.

Early Bird registration is effect until October 10, 2014. Conference fees are \$58.00 for arts council members (group rate is \$50.00 pp), and \$65.00 for non-members (group rate is \$55.00 pp). To learn more about the event and register online, visit www.artsexposed.ca or follow the event hashtag on Twitter at #ArtsExposed2014.

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