

Culture Days award

The 2013 Culture Days Marketing Award (inaugural award) was presented to the City at the Culture Days National Congress in Winnipeg on May 23rd.

Culture Days is an annual collaborative Canada-wide volunteer program to raise the awareness, accessibility, participation and engagement of Canadians in the arts and cultural life of their communities. Last year, creative people and organizations in nearly 850 communities presented some 7,000 free activities over the last weekend of September. Richmond was ranked as the No. 1 Regional or Belt City in Canada based on the number activities registered at culturedays.ca. With 90 free opportunities on offer, Richmond was also listed in the Top Three cities overall, after Winnipeg and Toronto.

In 2013, Culture Days launched an Awards program to recognize and showcase outstanding initiatives taken to engage the public in arts and culture during the annual Culture Days event. Thirty-one award nominations were assessed by an independent jury of Canadian arts and community leaders based on published guidelines and criteria, as follows:

The **MARKETING AWARD** honours an individual, organization, group or municipality that has implemented an innovative and effective Marketing campaign for one or more Culture Days events and the selection considers the following criteria:

- Use of traditional and non traditional media in their Culture Days Marketing campaign
- Use and engagement through social media or other digital/on-line forms
- Media outreach and coverage
- Innovative promotional and PR events
- Effective use of Culture Days branding, including logo, customizable promotional materials and key messaging in their materials, advertising and promotion, media relations and at their Culture Days event/activity venues
- Innovative partnerships and/or collaborations
- Innovative sponsor activations
- Lasting impact of efforts past Culture Days (eg, attracted new clients or audiences, increased Twitter followers during Culture Days campaign, established or strengthened a relationship with a sponsor or news outlet)

On May 6, the national Culture Days organization, officially announced the winners in four categories. For more information, please visit <http://culturedays.ca/en/about-culture-days/awards>.