Headline
Catchy title teasing what to expect

SubHeadline
A few compelling story details

Location and Date of Publication

Culture Days Launch in One Month

The cross-country celebration of Arts and Culture kicks off on September 20, 2024

TORONTO August 20, 2024, Culture Days, the annual cross-country celebration of arts and culture, launches on September 20 and runs through October 13, 2024. Each year, hands-on activities, events, workshops, and performances enable people to discover and deepen their appreciation of arts, culture, and creativity. Last year, an extraordinary selection of in-person and virtual programming hosted a record-breaking audience of 4.4 million people—or 11% of Canada's population—who attended over 2,000 events in over 500 communities.

Lede
A brief overview of the most compelling and important details of the story

"We are thrilled to once again invite people across Canada to discover and explore arts and culture in their communities and beyond. Each year, Culture Days brings millions of people together to experience the transformative role of the arts and reminds us that creativity, expression, culture, and connection are the cornerstones of our vibrant and diverse communities." Shannon Bowler, Executive Director, Culture Days National

Quote
Use quotes to add authority and thought leadership

What to Expect at Culture Days: Create, Share, Celebrate!
A nationwide network of events, presentations, activities, workshops, and more happens over three weeks and is free to attend. Thanks to various choices, there is something for everyone, regardless of age, location, or interest. More than 1,000 online and in-person events are registered, with more added to the Events Listing daily.

Culture Days 2024 takes place from September 20 to October 13, 2024.

Body
Answers key questions: What, When, Where, Who (audience), Why (purpose), Details (provide expanded details and where to learn more). Start with the most 'newsworthy' information and move to less important details and background info.

FAQs | Blog | Media & Gallery | Research | Learn More

Create with us!
#CultureDays @culturedays on Twitter | Facebook | Instagram

Resources
Share additional resources or information links

Contacts and Social
Provide links to active accounts and tags

About Culture Days

Culture Days has become the largest cultural event in Canada, attracting millions of annual attendees to thousands of free activities and performances hosted by artists, cultural organizations and municipalities in hundreds of communities across Canada. Culture Days programs invite the public to get hands-on and behind-the-scenes to highlight the importance of arts and culture by connecting communities and creators.

The Culture Days national office works with provincial partners and a wide network of event organizers, from grassroots community volunteers to major institutions. As a leading national voice for an active and engaged cultural life, Culture Days provides a range of tools and skill development resources that lead to greater cultural engagement. Culture Days is a registered charity; visit culturedays.ca for more information and to donate.

Financial support for Culture Days is provided by the Government of Canada through the Department of Canadian Heritage and the Canada Council for the Arts. Culture Days is also made possible through the support of Pattison (National Out-of-Home Media Partner), Cineplex Media (National Media Partner), CBC (National Broadcast Partner), and BT/A (National Creative Partner).

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Boilerplate
A boilerplate in press releases is the "About" section at the very end. Gives background information about the business or organization.

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Media Contact
Ensure the contact is someone readily available and provide up-to-date contact info