



MEDIA RELEASE

Culture Alliance seeking input to identify cultural assets

April 13, 2021 - The Culture Alliance is embarking on a major project in 2021 aimed to highlight the multiple cultural assets located in the Heart of Georgian Bay. The Culture Alliance, a joint culture committee for Beausoleil First Nation, Midland, Penetanguishene, Tay and Tiny, is undertaking this project with a \$75,000 Seed grant, awarded by the Ontario Trillium Foundation last spring.

“This part of the region has always been a place rich in culture and heritage contributing very much to the quality of life in our communities,” said Jill Dunlop, MPP Simcoe North. “\$75,000 creates a great investment opportunity for innovation by The Culture Alliance. I applaud their creativity in engaging with the community to create a way to map out the abundance of cultural assets and hidden gems within Simcoe North.”

Funds are being used to coordinate cultural celebrations in five communities highlighting the area's tri-cultural heritage and identify additional cultural assets for preservation. The Culture Alliance has contracted Stantec Consulting Ltd to assist with this project and it will host online discussions in each of the five communities. These discussions will also include a demonstration on how to use the tools to mark cultural assets on the online map on April 26 at 7 p.m. For those unable to attend the online discussions, notes on how to use the map will be available on the website.

“The original plan was to host Community Cultural Celebrations in each of our five communities where people could gather, talk, share ideas and learn,” said Cindy Hastings, Chair of the Culture Alliance and Tiny Township Councillor. “We will be launching the project online until we are able to gather safely. This is an important project and our success in identifying cultural assets depends on community involvement.”

Cultural assets to be mapped include, but are not limited to, landmarks, buildings, museums, plaques, conservation areas, parks, public art installations, and studios. The Culture Alliance is also looking to gather information about creative individuals, cultural organizations and groups, plus festivals and events which can't be mapped.

To register for a community conversation or to add a cultural asset to the map for consideration, visit culturealliance.ca/culturalassets.

The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada's leading granting foundations. OTF awarded \$115 million to 644 projects last year to build healthy and vibrant communities in Ontario. For more information, please visit: www.otf.ca

For media enquiries, please contact:

Karen Mealing | Cultural Development Coordinator

705-526-4275 x2200 | 705-333-3512 (cell) kmealing@midland.ca www.culturealliance.ca @CultureGBay