



THE RESPECTED VOICE FOR THE ARTS IN EDMONTON AND AREA

For Immediate Release

The 28th Annual Mayor's Celebration of the Arts

Call for Submissions

(January 26, 2015 - Edmonton) - Mayor Don Iveson and the [Professional Arts Coalition of Edmonton](#) (PACE) are pleased to announce the 28th Annual Mayor's Celebration of the Arts on Monday, April 20, 2015 at Winspear Centre.

The Mayor's Celebration of the Arts showcases Edmonton's vibrant arts and culture industry by bringing together artists, the business community, media and arts appreciators to honour the valuable contributions Edmonton artists and arts champions make to our city. Proceeds from this event support PACE's advocacy efforts on behalf of professional artists in Edmonton, and are shared with a local charitable organization with a focus on arts programming and education.

Award nominations are now being accepted online. The top six nominations will be considered in each of the following categories:

- Mayor's Award for Innovative Support by a Business for the Arts
- Mayor's Award for Sustained Support of the Arts
- John Poole Award for Promotion of the Arts
- ATB Financial Ambassador of the Arts Award
- ATCO Gas Award for Outstanding Lifetime Achievement
- Northlands Emerging Artist Award
- Award for Excellence in Artistic Direction
- Award for Excellence in Arts Management
- Courage to Innovate Award
- Youth Award

Nomination forms and application information can be found online at:

mayorscelebration.com/nominate. Please note: nominations may only be filed online. **Nomination deadline is 5pm on Monday, February 16, 2015.**

A portion of the proceeds up to \$20,0000 from this year's event will be donated to an Edmonton-based charity. **PACE is now seeking expressions of interest from Edmonton area charities to partner, promote and benefit from the 2015 event.** Please refer to the attached call for charities for further information.

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Mayor's Celebration of the Arts 2015 Charitable Selection

Professional Arts Coalition of Edmonton (PACE) seeks a charitable partner for the 28th annual Mayor's Celebration of the Arts.

The Mayor's Celebration of the Arts is an annual event that showcases Edmonton's vibrant arts and culture scene by bringing together the business community, artists, media and arts appreciators to honor the valuable contributions made by Edmonton's artists, and arts champions. Each year, a portion of the proceeds up to \$20,000 from the event are donated to an Edmonton-based Charitable organization.

The Professional Arts Coalition of Edmonton, on behalf of the Mayor's Office, is seeking expressions of interest from Edmonton area Charities to partner, promote and benefit from the 2015 event.

PACE is seeking an organization that:

- is able to assist in promoting and selling tickets to the event;
- can benefit in a meaningful way from the proceeds of the event; and
- has a mandate or programming that links with the arts, arts education, and/or cultural promotion.

PACE will accept letters of interest until 5pm Friday, February 13, 2015. That letter should address:

- a brief history of the organization, including how it fits into the charitable and arts ecology of Edmonton;
- the mandate and programming of the charity, and how they might connect to the Mayor's Celebration of the Arts; and
- any experience that the charity has in promoting and participating in fundraising events.

Letters of interest will be reviewed by a small group of interested leaders from the arts and charitable sectors, and recommendations will be made to the Mayor's Office.

Please submit letters of interest to PACE Executive Director Sheiny Satanove at admin@pacedmonton.com.

For more information visit www.pacedmonton.com or call 780.485.3085.