



MEDIA INVITATION

**Launch of the campaign *L'art, c'est moi / I am art*
during the Frye Festival *Culture and the Critic***

DATE: Friday, April 27, 2012

TIME: 8 PM

LOCATION: Empress Theatre (199, Robinson Court, Moncton)

Moncton, NB (April 23, 2012) – The government of New Brunswick is about to revise its cultural policy, and in that spirit, the New Brunswick Arts Board (artsnb) is launching a social media campaign to promote the importance of arts and culture in our society.

With the help of NB's professional artists, artsnb has produced a series of 9 videos representing eight artistic disciplines. Two videos will be unveiled during the Frye Festival — one that is a multidisciplinary showcase, and a second that highlights the achievements of New Brunswick's literary artists. The Frye Festival is the only bilingual literary festival in Canada — as well as the most important literary event in Atlantic Canada.

The official launch will take place during the event Culture and the Critic event, which is presented by the Frye Festival on Friday, April 27, at 8 PM at the Empress Theatre in Moncton (199, Robinson Court behind the Capitol Theatre).

Tim Borlase, artsnb President, as well as the artsnb's Executive Director, Akoulina Connell, will be present at the launch to answer to any media requests.

In order to guarantee you a seat for this launch (places are limited), please RSVP to Mélissa Thibodeau at [506-384-6897](tel:506-384-6897) or melthibs@bellaliant.net. Please note that the journalists need to have a Frye Festival media pass to be able to attend the entire event.

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FOR MORE INFORMATION:
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