



FOR IMMEDIATE RELEASE

The New Brunswick Arts Board launches the media arts video as part of their I am Art / L'art, c'est moi campaign at the Silver Wave in Fredericton, NB and the FICFA in Moncton.

Fredericton, NB (November 16, 2012) – The NB Arts Board (**artsnb**) has launched their final video as part of their **I am art/L'art c'est moi** campaign. The media arts video premiered to English Audiences at the Silver Wave Film Festival November 9th and to French audiences November 15th at the FICFA. **I am art** is a social media campaign to promote the various arts practiced in the province as well as raise awareness about the importance of arts and culture in our society. The campaign consists of a series of nine bilingual promotional videos produced by Lindsay Maynard and features various NB artists working in the following artistic disciplines: literary arts, visual arts, music, dance, architecture, craft, theatre, and media arts.

artsnb decided to unveil their video highlighting our media arts artists in the province at the two major Film Festivals in the province. "These Festivals are major festivals in this province," says Executive Director of artsnb, Akoulina Connell, "One has primarily an English audience and one a French audience. This variety creates a perfect environment for **artsnb** to launch the media arts video from our campaign."

For a look at all the videos that have been launched as part of the **I am Art/L'art c'est moi** campaign, you can visit their Youtube account (www.youtube.com/artsnb1), the artsnb Facebook page: (www.facebook.com/artsnb), their twitter account (www.twitter.com/artsnb) as well as the artsnb website <http://artsnb.ca/site/en/media/videoroom>).

The important of arts and culture in our society

In 2012, the NB government will revise its cultural policy. In accordance, **artsnb** determined that it was time to initiate a discussion on the importance of arts and culture in our society, how it contributes to achieving a full and balanced life; how involvement in the arts nurtures creativity, innovation, a joy of life, and inspired choices; rekindles hope in the space we occupy and the communities in which we live. However, according to a 2010 study by [Hill Strategies](#) on cultural activities in Canadian provinces, it has been found that New Brunswickers were less likely than other Canadians to participate in artistic, cultural or heritage activities. The good news is that public engagement with the arts has been trending upward since 1992.

In order to show the artistic and cultural diversity in NB, the organization called upon anglophone, francophone and First Nations artists from every region of the province. These artists had to have received an artsnb grant or prize in the past. According to the Executive Director, the artists approached were very enthusiastic about the idea: "They have contributed photos of their work and of themselves. This will help give a human face to the province's art and culture sector. The videos will not only showcase how diverse the artistic production in the province really is, but also how we excel in all disciplines!"

artsnb

The New Brunswick Arts Board is an arm's length arts funding agency with a legislated mandate to facilitate and promote the creation, enjoyment, awareness, and understanding of the arts; to advise the government on arts policy; to unify and speak for the arts community; to administer funding programs for professional artists.

*For more information on the organization and its activities, please visit www.artsnb.ca. **artsnb** is also on Facebook (www.facebook.com/artsnb), and can be followed on Twitter @artsnb.*

*To view the Hill Strategies study Provincial Profiles of Arts, Culture and Heritage Activities in 2010
http://www.hillstrategies.com/resources_details.php?resUID=1000439*

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