

**For Immediate Release**

**Increased attendance at 2015 Culture Days Manitoba**  
*Sixth annual Culture Days celebration enjoyed by thousands*

Winnipeg, Manitoba – October 2, 2015 – Last weekend over 50,000 Manitobans attended 345 Culture Days Manitoba events in 30 communities throughout the province, adding to the 2 million Canadians who took part in the 6<sup>th</sup> annual celebration across the country.

With approximately the same number of events as last year, event organizers say greater awareness surrounding the celebration contributed to an 11% increase in attendance.

“Every year Culture Days continues to involve more Manitobans in interactive, free arts and cultural celebrations and this year was no exception,” says MéliSSa Courcelles, Project Manager, Culture Days Manitoba. “It’s amazing to see how our communities come together to showcase Manitoba’s diverse cultural backgrounds and talented local artists.”

The Forks attracted over 15,000 people to Culture Days activities over the weekend that began with Student Day on Friday that invited 6,000 students, teachers and families from Winnipeg and surrounding areas.

Nuit Blanche Winnipeg (NBW), the all-night celebration of contemporary art took place on Saturday and attracted some 17,000 participants between 6pm-4am with noticeable marquee events like the Winnipeg Art Gallery attracting 4,000 people. Old Market Square saw similar numbers. Kelly Campbell, Emerging Voices winning artist said she interacted with close to 1,000 people at her installation “ENTER NIRVANACHIEVEMENT // ALL ABOUT THE HEAVEN”. Art galleries and businesses in the area such as the Costume Museum of Manitoba recorded 1,600 people and the Manitoba Museum welcomed over 1,000 to their event. The Rainbow Trout Music Festival Bike Gallery Crawl travelled through all 3 zones and grew to 1,000 riders this year.

The Downtown ARTery, a new NBW initiative funded by the Host It Downtown Grant by the Downtown Winnipeg BIZ, attracted over 5,000 people to art installations and events along Graham Ave. “The ARTery transformed Graham Avenue into a pathway of light and art and showcased Winnipeg’s emerging and established artists,” says Monica Lowe, Chair of the Nuit Blanche Winnipeg Committee. “We achieved our goal of making art accessible by illuminating public spaces in our downtown.”

Attendance across the province continued to grow. Once again Flin Flon lead the way with over 6,800 people attending events. Other towns reported an increase including Brandon with an estimated attendance of 2,000 and Gimli at 250 participants.

The 6<sup>th</sup> annual Culture Days event invited the public to celebrate arts and culture in cities and towns in every province and territory in Canada. In Manitoba, 29 different rural communities participated and organized 140 activities in Altona, Beausejour, Belmont, Boissevain, Brandon, Cartwright/Roblin, Cook’s Creek, Churchill, Dauphin, Emerson, Flin Flon, Gimli, Hartney, Morden, Niverville, Notre-Dame-de-Lourdes, Portage La Prairie, Ste. Anne, Selkirk, Shilo, St. Andrews, St. Joseph, Stonewall, Teulon, Thompson, Waldersee, Winkler and Winnipeg Beach. In Winnipeg, 205 events took place over the three days.

Plans are underway for next year’s Culture Days weekend which will take place September 30, October 1 and 2, 2016.

For b-roll and photos, visit [www.mb.culturedays.ca/en/about/media](http://www.mb.culturedays.ca/en/about/media)

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