

PRESS RELEASE - Aurora, Ontario May 30th, 2012
For Immediate Release

Aurora jazz+ Festival sheds Light on York Region in 3 short years!

This Provincial Top 100 Festival been selected to receive an Economic Study to prove the impact arts and cultural events have on creating vibrant communities and economies

Aurora Festival of the Arts (AFA) General Manager, Sher St. Kitts is pleased to announce that the 2012 Aurora jazz+ Festival, a Top 100 in Ontario, and recipient of grant funds from Building Communities Through Arts and Heritage Program from the Government of Canada, has just been selected by Festival and Events Ontario Board members to receive a professional Economic Impact Study! There are only 20 opportunities available to festivals of 250K or less in the Province to receive such studies financed by the Ontario Trillium Foundation through FEO.

"Congratulations to the Aurora Festival of the Arts who will once again showcase local artists in a celebration of our community," said Newmarket-Aurora MP Lois Brown. "We are fortunate to have so many talented musicians, artists and performers to inspire and enrich our lives and our government is proud to support this wonderful festival of rich and diverse talent."

Susan Morton-Leonard, Chair of the Aurora Festival of the Arts (producer of Aurora jazz+ Festival) reiterates: "Being selected to receive this study, will enlighten us all the true economic impact of such a festival and the financial potential our growing creative community in Aurora & York Region can deliver!"

"Volunteers, grass roots entertainers and local artists are the heart of the Aurora jazz+ Festival. We must thank them first, as well as our dedicated Board members and sponsors!" said Sher St. Kitts, General Manager.

Jazz+ includes all possible arts and music genres...joins us and paint a picture, strum a tune or fly a kite! Enjoy music, art, vendors, cultural heritage, beer/wine, shopping, kids crafts, educational concerts...in the ambiance of the beautiful heritage Town Park setting located in the cultural core of Aurora, in the centre of York Region. Or just come out and fly a Kite with us!

2012 Aurora jazz+ Festival, August 3 – 5th Town Park - Aurora

This project has been supported by the Building Communities Through Arts and Heritage Program, Department of Canadian Heritage. Ce projet a été appuyé par le Programme Développement des communautés par le biais des arts et du patrimoine du ministère de Patrimoine canadien.



Sponsors: Canadian Heritage, Enbridge Gas Distribution, King Brewery, Epoch Times, The Humfries Family, Marilyn McCart, Master Cut, Powell Contracting, Long & McQuade, St. Kitts Music, Sherwood Staging, Coll Audio, Shield Service, On Richmond Hill...

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