

Haliburton Highlands Arts Centre Foundation and Canoe FM Forge Sponsorship Agreement



Press Release

Thursday, July 22, 2021

The Haliburton Highlands Arts Centre Foundation is very excited to announce the Media Sponsorship and donation of funding by Canoe FM (canoefm.com) to the HHACF!

Canoe FM has offered to provide public service announcements over the air for the next 12 months in order to promote the Arts Centre and to publicize the fund-raising campaign for the initial Feasibility Study.

Additionally, Canoe FM is donating \$15,000 from their Radio Bingo proceeds towards the project. Canoe FM listeners can play Radio Bingo weekly and win prizes of \$100, \$200 and \$500. Tune in every Tuesday at 6:00 PM to play, and card fees will support many worthwhile causes in Haliburton County.

Canoe FM believes that Haliburton County needs a Performing Arts Centre that will meet the needs of the entire community and is inclusive to all. We need a space that will offer support to local talent, allow us to bring in big-name performers so that fundraisers are more lucrative, offer rehearsal and storage space, have a stage big enough for orchestras and allow opportunities for food and beverages to be served. Haliburton County needs an arts centre with all of these components under one roof.

Dan Manley, HHACF President, expressed his gratitude to Canoe FM for their media support and \$15,000 donation from the Radio Bingo funds. "We are very fortunate to have the support of Haliburton's community radio station, Canoe FM, for the HHACF. This commitment will enable us to generate community awareness, and to raise the necessary funding for our Feasibility Study in 2021. Stay tuned to Canoe FM for updates and interviews as we continue on our mission to bring a world-class performing arts centre to the Haliburton Highlands!"

We are asking all residents and businesses for their support in the current fund-raising campaign. Donations can be made online at hhartscentrefoundation.ca/donate. Cheques can be made out to HHACF and mailed to: 1855 Blairhampton Rd. Min den, ON, K0M 2K0. A charitable tax receipt will be mailed to you for your donation amount.

The *Haliburton Highlands Arts Centre Foundation* (HHACF) is a registered charity founded in 2018. Its mission is to build a world-class arts centre in Haliburton County, situated in the Haliburton Highlands, 250km North-east of Toronto. The region with a growing arts economy is the home of the Haliburton School of the Arts (Fleming College), the Highlands Opera Studio, Highlands Summer Festival, the Highlands Chamber Orchestra, the Haliburton International Film Festival (HIFF) and more. Let's Build the Dream Together.

For more information, please visit <https://hhartscentrefoundation.ca>