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Through May 3, 2018

ProArt announces Regional Arts Award

Victoria, Canada (February 15, 2018)—The Professional Arts Alliance of Greater Victoria (ProArt) announces the launch of the first Regional Arts Award.

ProArt President David MacPherson says, “Arts awards happen in many communities across Canada and are an excellent means of recognizing the achievement and contribution of outstanding artists while raising the profile of the sector. We think it’s time that the Capital Region District, with its rich collection of amazing artists and arts organizations, has an award to celebrate its own.”

In this first year, one award, the *PARC Retirement Living Mid-Career Artist Award* will be given. Designed to recognize a professional artist in mid-career who has demonstrated excellence in their work, a positive contribution to the arts in the region and has the potential for future success, the award will be accompanied by a cash prize of \$2,000.

MacPherson continues, “In this first year, we will offer one award and work towards expanding this number in future years to recognize artists at each stage of their careers as well as arts organizations, volunteers and philanthropists. We are very pleased that *PARC Retirement Living* will sponsor this first award and look forward to developing other partnerships with community minded businesses.”

The *PARC Retirement Living Mid-Career Artist Award* will be announced on May 3rd, 2018 at an arts and business community event.

Award guidelines and nomination packages are available online at proartalliance.wordpress.com/proart-regional-arts-awards/

Media Contact:

Doug Jarvis, ProArt administrator
info@proartalliance.ca
(250) 858-3079

About ProArt

The Professional Arts Alliance of Greater Victoria was formed to advance the important role the arts play in the life of our community, and to advocate for public sector support. ProArt believes that, by working in partnership with our legislators and government agencies, we can sustain and build our region’s vibrant cultural sector for the benefit of all of our residents and visitors.

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