

PRESS RELEASE

The Arts Council of Muskoka Has a New Face and a New Way of Doing Business!

June 16, 2010 - Initially revealed at this year's AGM, the new branding for the Arts Council of Muskoka was finally approved by the Board of Directors in their May 4, 2010 meeting. The new logo, branding and web site was designed by [VisualFunk!](#).

The Arts Council of Muskoka brand was redesigned as a measure to keep up with the pace of development currently occurring throughout Muskoka and the area's official new designation as an arts destination. The initiative also takes on the task of providing more value to their membership base by promoting Muskoka's wide range of artists (including painters, potters, actors and musicians) via the internet. This includes the redesigned web site with feature areas for member publicity and links to the juried membership portfolios.

"The new brand reflects the council much more clearly now," says Nathalie Bertin, Arts Council of Muskoka artist member and principle of VisualFunk!. "The Arts Council of Muskoka is an administrative council that works for the promotion of the arts. The new brand look and feel is reflective of this function and is also strong and bold. It reflects the Board's commitment to providing solid marketing and promotions leadership for its entire membership base."

"This is an exciting and critical time for the Arts Council of Muskoka", says Sandra Turnbull, Chair of Arts Council of Muskoka. "The new branding is timely and matches us up with these vibrant times! There are a lot of things going on with the development of our programs (such as Creative Paths) and the partnerships we value with other arts organizations. The new brand helps us align ourselves as a strong partner."

New memberships also provide for more funding opportunities

New membership levels were also introduced during the AGM and are now explained on the Arts Council of Muskoka's new web site. The purpose behind this new membership structure is to ensure the member base is made up of professional quality artists from a wide range of disciplines.

"We (Arts Council of Muskoka) want to be the 'cultural go-to' organization in Muskoka," explains Turnbull. "As an Arts council within a designated arts community, we have a responsibility to ensure our membership is made up of quality professionals with a vested interest in the arts community."

All new membership applications will have to go through a jury process, whether they are visual artists, musicians or actors. And all members are encouraged to actively participate within the arts community, to help strengthen it. "By bringing the arts community together under these guidelines," says Nathalie Bertin, "Arts Council of Muskoka becomes a relevant source for its membership, partners and especially for the people at large who contact Arts Council of Muskoka about any of the artists or arts events."

Vision: To enrich Muskoka through the arts.

Mission: To identify, unite, support, promote and facilitate artists and artistic activity in Muskoka.

Corporate donations and bursaries

Along with the combination of new branding, web initiatives, membership levels and promotional marketing, the Arts Council of Muskoka is also looking for sponsorships from both public and private sectors to support the valuable grants that are received from various government agencies. As such, Arts Council of Muskoka is accepting corporate donations and actively discussing special bursary programs with anyone interested in supporting the arts. For more information, to donate or discuss the bursary programs, contact any Board member of Arts Council of Muskoka at 705-644-0531 or email info@artscouncilofmuskoka.com.

www.artscouncilofmuskoka.com launch date: June 16, 2010

The new web site was launched June 16, 2010 from a new ISP, Canadian Web Hosting, to ensure consistent and reliable online service. The move will also enable the addition of internet features in the future as the web site and membership base grow. "As a volunteer organization (such as Arts Council of Muskoka)," says Bertin, "the opportunity to afford the most current or flashy technology isn't possible. Then again, that's not always what is needed. That said, there are plans for adding those features that will best suit the purposes of reaching out further, with the purpose of promoting the arts in Muskoka."

Along with ad space for the membership, the new web site features art work and photos from the membership base. The home page banner displays a painting by Gayle Dempsey, past Arts Council of Muskoka Chair, of the clock tower building on Manitoba Street, Bracebridge, where Arts Council of Muskoka's new walk-in office space is located. See the web site for details.

For more information on any of the items in this release, send an email to info@artscouncilofmuskoka.com.

ABOUT THE ARTS COUNCIL OF MUSKOKA: *The Arts Council of Muskoka is a non-profit organization whose vision is to enrich Muskoka through the arts and whose mission is to identify, unite, support, promote and facilitate artists and artistic activity in Muskoka.*

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