

# CANADA

# 150



**CANADA 150 FUND  
SIGNATURE PROJECTS**  
PROJECT DESCRIPTIONS



Government  
of Canada

Gouvernement  
du Canada

Canada 



**CANADA 150**  
**CANADA.CA/150**

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# 4-H CANADA

## 4-H IN CANADA – ENGAGING YOUTH AND CONNECTING COMMUNITIES

Strengthening youth leadership while connecting new Canadians to our rural and suburban communities

### THE PROJECT

In celebration of Canada's 150 years since confederation, 4-H Canada will undertake activities to connect our more than 24,000 4-H youth members, nearly 7,400 volunteers and over 350,000 alumni with communities across Canada, and provide them with meaningful and impactful opportunities, including the following:

- Support for 100 to 150 community celebrations headed by youth that will explore Canada's rich agricultural history, especially as it pertains to Canadian communities, while connecting new Canadians to rural and suburban communities;
- Development and distribution of 4-H Club Start-Up Kits to more than 100 communities across Canada to help them set up new 4-H clubs;
- Implementation of a national public relations campaign to celebrate how our 4-H youth are learning skills and acquiring knowledge to provide leadership for and influence the world around them, while highlighting the road to success taken by our nearly one half million 4-H alumni.

### CONTACT

#### Project information and media relations

Elizabeth Jarvis, Director of Marketing and Communications  
613-759-1013, ext. 130, [ejarvis@4-h-canada.ca](mailto:ejarvis@4-h-canada.ca)

#### Partnerships

Megan Bomberry, Funds Development Manager  
613-759-1013, ext. 142, [mbomberry@4-h-canada.ca](mailto:mbomberry@4-h-canada.ca)

### ONLINE

[www.4-h-canada.ca](http://www.4-h-canada.ca)  
 @4HCanada  
 /4HCanada  
 @4HCanada



# 4RS YOUTH MOVEMENT

## POSSIBLE CANADAS

Change the conversation.  
Change the relationship.  
Change can happen.  
We are the  
4Rs Youth Movement.

### THE PROJECT

The 4Rs Youth Movement is engaging young people in authentic dialogue and relationship building through face-to-face discussions that highlight the contributions of Indigenous peoples over the last 150 years. By hosting national and local gatherings and sharing our story, this initiative will reach a variety of Indigenous and non-Indigenous youth, and expand a growing youth-led movement across the country that is striving to achieve further reconciliation in Canada.

### CURRENT PARTNERS

Assembly of First Nations, National Association of Friendship Centers, Native Women's Association of Canada, Indigenous Peoples Coalition of Canada, Metis Nation of BC (on behalf of the Metis National Council), YMCA Canada, YWCA Canada, Pathways to Education, Boys and Girls Clubs of Canada, Big Brothers Big Sisters Canada, Community Foundations of Canada, JW McConnell Family Foundation, Counselling Foundation of Canada, Inspirit Foundation.

### CONTACT

#### Project information, partnerships and media

Jessica Bolduc, Executive Director  
705-987-1505, [jessica@4rsyouth.ca](mailto:jessica@4rsyouth.ca)

### ONLINE

[www.4rsyouth.ca](http://www.4rsyouth.ca)  
 @4rsyouth  
 /nysonaoyouthreps  
 @4rsYouth



# APATHY IS BORING

## 150 YEARS YOUNG

Tell me and I will forget.  
Show me and  
I will remember.  
Involve me and  
I will understand.

### THE PROJECT

Through Creative Interventions, the **150 Years Young** campaign will acknowledge and highlight millennials' diverse contributions and mobilize their potential. We want to build a resilient country where youth are empowered to tackle the challenges they face. Community partners are working alongside 12 City Ambassadors to collect photos and stories that illustrate how millennials make a difference. The photos and captions will be posted online and projected on buildings in Montreal, Ottawa, Toronto, Edmonton and Vancouver as part of Street Talks events.

### CURRENT PARTNERS

Canadian Red Cross, Via Rail Canada, The R. Howard Webster Foundation, Engineers without Borders, National Association of Friendship Centres, Big Brothers Big Sisters, Girls Action Foundation, Community Foundations of Canada: Alliance 150, MEC Outdoor Nation, Gen Why Media, Canadian Alliance of Student Associations, English-Language Arts Network, Quebec Community Groups Network, ImagiNation 150, Volunteer Bureau of Montreal, Faith in Canada 150, 4-H Canada, 4Rs Youth Movement, Studio Y, Santropol Roulant, Youth Ottawa, Forum jeunesse de l'île de Montréal, Giving Tuesday, MaTV Street Speaks, New Canadian Media, iPolitics.

### CONTACT

**Project information and media relations**  
Sophie Babinski, Communications and Campaign Manager  
T: 514-844-2472, C: 514-266-1520,  
communications@apathyisboring.com

**Partnerships**  
Caro Loutfi, Executive Director  
T: 514-844-2472, C: 514-267-9012,  
carolyn@apathyisboring.com

### ONLINE

www.apathyisboring.com  
@apathyisboring  
/apathyisboring  
@apathyisboring



# CANADA GAMES COUNCIL

## UNITY THROUGH SPORT:

### THE CANADA GAMES ACTIVITY CHALLENGE & 50<sup>TH</sup> ANNIVERSARY FLAG RELAY

Inspiring kids to be active for life. Unifying the nation through sport.

#### THE PROJECT

The **Canada Games Activity Challenge** will deepen young Canadians' understanding and appreciation of the core Canadian values embodied by sport: effort, commitment, teamwork and the celebration of shared achievement. Starting in January 2017, students age 5-12 in thousands of schools across Canada will participate in fun-filled, age-appropriate activities, while receiving online incentives, encouragement and educational curriculum content along the way. The project objective is to develop healthy habits in youth as well as physical literacy in schools. Special guests, alumni and government partners will help us inspire and keep Canadian children active for life.

The **50<sup>th</sup> Anniversary Flag Relay** will involve the past 25 Canada Games host communities in a special nation-wide celebration of community, sport history and legacies. From our anniversary date of Feb. 11, 2017 to the Opening Ceremonies of the 50th anniversary Canada Summer Games in Winnipeg on July 28, there will be 22 stops as communities across Canada uniquely celebrate the importance of sport in unifying our country.

#### CURRENT PARTNERS

2017 Canada Games Host Society, Active for Life, PHE Canada, Canada's Sports Hall of Fame, AthletesCAN, ParticipACTION, federal and provincial government partners, sport system partners and sport delivery partners.

#### CONTACT

##### Project information

Alyson Gourley-Cramer, Project Manager  
250-961-5366, [agourley-cramer@canadagames2.ca](mailto:agourley-cramer@canadagames2.ca)

##### Partnerships

Patrick Kenny, Director of Marketing and Communications  
T: 613-526-2320, C: 613-295-7160,  
[pkenny@canadagames.ca](mailto:pkenny@canadagames.ca)

##### Media relations

Joel Allard, Communications Coordinator  
613-526-2320, ext. 2708,  
[jallard@canadagames.ca](mailto:jallard@canadagames.ca)

#### ONLINE

[www.canadagames.ca/50th-anniversary-canada-games](http://www.canadagames.ca/50th-anniversary-canada-games)  
 @CanadaGames  
 /CanadaGames  
 @canada\_games  
#CGAC150

L'ÉCOLE  
NATIONALE DE  
**BAJLET**  
DU CANADA

CANADA'S  
NATIONAL  
**BAJLET**  
SCHOOL

# CANADA'S NATIONAL BALLET SCHOOL

## SHARING DANCE CANADA 2017

Celebrate Canada's 150<sup>th</sup>  
with dance

### THE PROJECT

Canada's National Ballet School is inviting you to show them your moves in 2017 —no audition necessary. Are you ready to get down?

Thousands of participants will engage in a lively, entertaining and health-promoting dance activity. Choreographers from culturally diverse backgrounds will work with community groups, including Indigenous groups, youth and new Canadians, to give voice and movement to a richly expressive dance routine representing Canada, its youth and identity.

The choreographers involved in creating the 2017 routine are Eugene Baffoe, Kimberley Cooper, Roger Sinha, Tracee Smith and Kevin Ormsby. The music is entitled "Heavy Load Remixed" by Afiara Quartet's Spin Cycle, featuring Tiffany Ayalik and remixed by Skratch Bastid.

Free dance rehearsals and online resources will be released in January 2017 on the Sharing Dance website ([www.sharingdance.ca](http://www.sharingdance.ca)).

Sharing Dance Day, scheduled for June 2017, will unite Canada in dance as communities, reflecting their local flavour and diversity, demonstrate their spin on the dance routine. Official event locations will include Halifax, Montreal, Toronto, Winnipeg and Calgary. Events will provide all participants and partners with a high-profile opportunity to showcase their involvement.

### CURRENT PARTNERS

Canada's Royal Winnipeg Ballet School, Physical and Health Education Canada, The Globe and Mail, Joan and Jerry Lozinski, the William R. and Shirley Beatty Charitable Foundation, Scotiabank, the Jack Weinbaum Family Foundation, and Canadian Tire Jumpstart Charities.

### CONTACT

#### Project information and partnerships

John Dalrymple, Chief of External Affairs  
416-964-3780, ext. 2135, [jdalrymple@nbs-enb.ca](mailto:jdalrymple@nbs-enb.ca)

#### Media relations

Danielle Paroyan, Senior Communications Officer  
416-964-3780, ext. 2117, [dparoyan@nbs-enb.ca](mailto:dparoyan@nbs-enb.ca)

### ONLINE

[www.sharingdance.ca](http://www.sharingdance.ca)

 @NBS\_ENB and @sharing\_dance

 /NBS-ENB and /sharingdance.ca

 @NBS\_ENB and @sharing\_dance



# CANADIAN WILDLIFE FEDERATION

## BIOBLITZ CANADA 150

Canada's nature selfie,  
150 years in the making

### THE PROJECT

**BioBlitz Canada 150** will bring the Canadian public together with scientists to explore the richness of Canada's biodiversity and engage our keen interest to know, celebrate and conserve our natural heritage. Across Canada, 35 bioblitzes will include five flagship events in urban areas (including Vancouver and Toronto), 20 community-scale events and 10 science-intense blitzes. We will document the species discovered from coast to coast in order to provide Canada's nature snapshot, 150 years in the making.

### CURRENT PARTNERS

Alliance of Natural History Museums of Canada, Biodiversity Institute of Ontario, Bird Studies Canada, Canadian Botanical Association, Canadian Museum of Nature, Canadian Parks Council, Canadian Wildlife Service (Environment and Climate Change Canada), iNaturalist Canada, Nature Canada, Nature Conservancy of Canada, Nature Saskatchewan, NatureServe Canada, New Brunswick Museum, Ontario Nature, Parks Canada, Royal Ontario Museum, Toronto Region Conservation Authority and The Living City Foundation, Quebec Centre for Biodiversity Science, Stanley Park Ecological Society, Toronto Zoo, Vancouver Aquarium, and others.

### CONTACT

#### Project information

Elizabeth Gammell, BioBlitz Canada 150 Project Lead (Ottawa)  
613-599-9594, ext. 215, elizabethg@cwf-fcf.org

#### Partnerships

Emily Stypulkowska, Senior Development Officer (Toronto)  
613-599-9594, ext. 246, emilys@cwf-fcf.org

### Media relations

Heather Robison, Media Relations Officer (Regina)  
613-599-9594, ext. 212, heatherr@cwf-fcf.org

### Technical Data & Protocol

James Pagé, Species at Risk and Biodiversity Specialist (Ottawa)  
613-599-9594, ext. 242, jamesp@cwf-fcf.org

### ONLINE

[www.canadianwildlifefederation.org](http://www.canadianwildlifefederation.org)  
and soon to go live [www.bioblitzcanada.ca](http://www.bioblitzcanada.ca)

 @CWF\_FCF

 /CanadianWildlifeFederation

 @cwf\_fcf



# CONCORDIA UNIVERSITY LOST STORIES

Canada's little-known history comes to life through public art and documentary film

## THE PROJECT

The objective of the **Lost Stories Project** is to find little-known stories in Canadian history and transform them into inexpensive, site-specific public works of art. This process is documented in a series of short films. The pilot episode for the project is available at <http://loststories.ca>.

Four new episodes will be produced across Canada by March 2018. The process will begin with a call for stories from Canadians (beginning on July 1, 2016), followed by the inauguration of four public works of art in the summer of 2017, and the launch of four documentary films in late 2017 to early 2018. We will also be developing educational resources for high school and university students.

## CURRENT PARTNERS

Concordia University's Centre for Oral History and Digital Storytelling. We will also benefit from the involvement of consultants from the university and the arts communities involved in the project.

## CONTACT

### Project information and partnerships

Ronald Rudin, Professor of History and Co-Director, Centre for Oral History and Digital Storytelling  
514-848-2424, ext. 2428, [ronald.rudin@concordia.ca](mailto:ronald.rudin@concordia.ca)

### Media relations

Alison Bowie, Project Administrator  
514-848-2424, ext. 2428, [historylost@concordia.ca](mailto:historylost@concordia.ca)

## ONLINE

[www.loststories.ca](http://www.loststories.ca)  
 [@LS\\_HR](https://twitter.com/LS_HR)  
 [/LostStoriesHistoiresRetrouvees](https://www.facebook.com/LostStoriesHistoiresRetrouvees)



# THE CONFLUENCE HERITAGE SOCIETY

## CANADA 150 VOYAGEURS RENDEZVOUS

Fellow Canadians:

Celebrate the significance of our waterways as a means of exploration, transportation and development of Canada during the 2017 Voyageurs Rendezvous canoe race!

### THE PROJECT

The **CANADA 150 VOYAGEURS RENDEZVOUS (150 VR)** celebrates the significance of our waterways as a means of exploration, transportation and development of Canada. The **150 VR** will culminate in the re-enactment of the 1967 Centennial Canoe Race. This 23-day adventure will involve 26 canoe race teams from across the country celebrating Canada's 150<sup>th</sup> anniversary of Confederation.

Throughout 2017, the **150 VR** will promote, engage and captivate audiences nationwide through social media, a website, radio broadcasts and raceway route community-based activities until this event is held on July 1.

July 1, 2017: Official launch of and registration for the Rupertsland Philatelic and Electronic Express. A certificate and collectors' stamp will be available for all Canadians and visitors from abroad who have travelled the canoe race waterways.

### CURRENT PARTNERS

Parks Canada, Metis Local 845, Rocky Canoe Club, Rocky Mountain House Chamber of Commerce, Clearwater County, Town of Rocky Mountain House, Alberta Parks, Wild Rose School Division, Red Deer Catholic School Division and Rocky Museum.

### CONTACT

#### Project information

Laura N. Andreas, Chair  
403-418-8207, [plandrea@telus.net](mailto:plandrea@telus.net)

#### Partnerships

Cindy Taschuk  
403-845-5450, [rmhcofc@rockychamber.org](mailto:rmhcofc@rockychamber.org)

#### Media relations

[Canada150mr.chs@gmail.com](mailto:Canada150mr.chs@gmail.com)

### ONLINE

<http://confluencehs.wix.com/confluencehs#!contact/c24vq>

[f/Confluence-Heritage-Society-Rocky-Mountain-House-National-Historic-Site-139946862701599/?fref=ts](https://www.facebook.com/Confluence-Heritage-Society-Rocky-Mountain-House-National-Historic-Site-139946862701599/?fref=ts)  
[@chs\\_rmh](https://www.instagram.com/chs_rmh)



# ELPIO PRODUCTION

## CANADA 150 RED COUCH TOUR

Share your story!

### THE PROJECT

As a Canada 150 Fund Signature Project, ELPIO Production is planning to travel from coast to coast to coast with a red couch in order to gather testimonials from Canadians reflecting on what Canada means to them in 2017. The tour has four components: a project initiation event in Ottawa; a “prominent Canadians on the red couch” blitz; a 10-day tour of the Canadian North; and a cross-country tour where Canadians from all walks of life will be invited to sit on the couch and give their testimonials.

Following the tour, ELPIO Production will use the testimonials to produce an engaging video and use social media, the organization’s network and a dedicated website to disseminate the video. A photographic exhibition highlighting the mosaic of Canadians who were interviewed across the country will also be put together and posted online. Hundreds of Canadians will be interviewed on the red couch, and thousands more will follow the tour through social media and on the Internet.

### CURRENT PARTNER

Parks Canada

### CONTACT

**Project information, partnerships and media relations**  
Ela Kinowska, Project Manager  
613-769-5445, [ela@redcouchtour.ca](mailto:ela@redcouchtour.ca)

**Project information and partnerships**  
Peter Sobierajski, Logistics and Partnerships  
613-851-3252, [peter@redcouchtour.ca](mailto:peter@redcouchtour.ca)

### ONLINE

[www.redcouchtour.ca](http://www.redcouchtour.ca)  
 /REDCOUGHTOUR



# EXPERIENCES CANADA

## CANADA 150&ME

Canada 150&Me is a youth contest and series of youth forums offering youth, schools, teachers, youth groups and communities a unique way to celebrate Canada's 150th anniversary of Confederation.

### THE PROJECT

The **Canada 150&Me** project will inspire youth ages 14-19 to join a national conversation about the greatest challenges and opportunities facing their generation. Beginning in the fall of 2016, youth can reply to the question online, using whatever medium they choose, for an opportunity to be selected as one of 300 youth travelling to one of five cities for a week of leadership training, mentorship and hands-on experience working alongside our leading not-for-profit agencies in the fields of environment, human rights, immigration, diversity and identity, innovation, trade and international development.

The project will build up to a final event in Ottawa, where 150 youth will present to government and business leaders, and serve as volunteers at Canada Day 2017 celebrations.

### CURRENT PARTNERS

Great-West Life, Museum of Human Rights, Museum of Immigration, Science World, Parks Canada, Habitat for Humanity, Winnipeg Harvest, Evergreen, Vancouver Aquarium, and schools and school boards across Canada.

### CONTACT

#### Project information

Walter Willett, Project Director  
wwillett@experiencescanada.ca

#### Partnerships and media relations

Deborah Morrison, President and CEO  
613-727-3832, ext. 210,  
dmorrison@experiencescanada.ca

### ONLINE

[www.ExperiencesCanada.ca/150](http://www.ExperiencesCanada.ca/150)  
 /experiences.canada  
 @experiencescan  
 @experiencescanada

# FATHERS OF CONFEDERATION BUILDINGS TRUST DREAMCATCHER

Dreamcatcher – The Dreams  
of the children of Canada

## THE PROJECT

**Dreamcatcher** looks at our country, our past and our future through the lens of the dreams of the next generation of Canadians. In the winter of 2017, the Confederation Centre of the Arts will send a creative team to tour Canada and work with young people in every province and territory and help them transform their dreams into music, theatre or dance performances.

The youth will work with Indigenous artists to learn about the significance of the traditional dreamcatcher, as well as create actual dreamcatchers for inclusion in the performances. The young people's creations will be combined into a high-energy, one-hour performance that will include an expanded Confederation Centre Young Company program featuring 20 young professional performers who will interpret the ambitions, hopes and dreams of Canada's next generation through music and dance.

## CURRENT PARTNER

TD

## CONTACT

### Project information

Dean Constable, General Manager, Theatre  
902-629-1177, [dconstable@confederationcentre.com](mailto:dconstable@confederationcentre.com)

### Partnerships

Kim Devine, Director of Development  
902-628-6139, [kdevine@confederationcentre.com](mailto:kdevine@confederationcentre.com)

### Media relations

Fraser McCallum, Director of Communications  
902-628-6135, [fmccallum@confederationcentre.com](mailto:fmccallum@confederationcentre.com)

## ONLINE

[www.confederationcentre.com](http://www.confederationcentre.com)  
 [@confedcentre](https://twitter.com/confedcentre)  
 [/ConfedCentre](https://www.facebook.com/ConfedCentre)



# FRAMEWORK FOUNDATION

## TIMERAIISER 150

It's time to get  
in the picture

### THE PROJECT

In 2017, Canadians across the country will be able to get involved with their community through online and in-person Timeraiser events.

A **Timeraiser** is like speed-dating for volunteerism, with a silent art auction twist. Attendees will have the opportunity to mix and mingle with several dozen non-profit organizations in order to match their skills with community needs. Once a volunteer match is made, attendees can then bid on artwork in a silent art auction format. But rather than bidding in money, they bid in volunteer hours.

It gets better: **Timeraiser** pays all the artists fair market value for their work in advance of the event. It is a win-win-win-win: non-profits get access to skilled volunteers; volunteers find opportunities that stick with them; emerging artists get paid; and Canadian communities benefit from all the goodwill.

### CONTACT

#### Project information and partnerships

Rob Cameron, Chair,  
robcameronemail@gmail.com

Simon Foster, Co-Founder and Past Chair  
fostersimon1@gmail.com

Anil Patel, Co-Founder  
416-886-1938, apatel@weareframework.org

#### MEDIA RELATIONS

Jaime Robson,  
jaime@weareframework.org

### ONLINE

[www.timeraiser.ca](http://www.timeraiser.ca)  
 @timeraiser  
 /timeraiser



# HISTORICA CANADA

## HERE'S MY CANADA

Tell us what Canada means to you and you could win great prizes!

### THE PROJECT

In the lead up to Canada's 150<sup>th</sup> anniversary of Confederation, **Here's My Canada**, a multilingual nation-wide contest, invites Canadians to express what Canada means to them in a 30-second video. The contest objective is to create a living record of Canadian sentiment and foster a greater understanding of what it means to be Canadian.

The project includes the creation of a video app, a website, an extensive promotional campaign and events.

### CURRENT PARTNER

Bank of Montreal

### CONTACT

#### Project information and partnerships

Brigitte d'Auzac, Director, Programs and Development  
416-506-1867, ext. 232,  
bdauzac@historicanada.ca

Bronwyn Graves, Project Manager  
416-506-1867, ext. 241,  
bgraves@historicanada.ca

Cara Des Granges, Program Coordinator  
416-506-1867, ext. 250,  
cdesgranges@historicanada.ca

#### Media relations

Andrea Hall, Communications Coordinator  
416-506-1867, ext. 261, ahall@historicanada.ca

### ONLINE

[www.heresmycanada.ca](http://www.heresmycanada.ca)

 @heresmycanada

 Here's My Canada - Voici mon Canada

 @HistoricaCanada



# INDSPIRE

## INDSPIRE YOUTH LAUREATES

### CROSS CANADA TOUR

Indigenous Education:  
Canada's Future

#### THE PROJECT

Indspire will highlight outstanding achievements by Indigenous people, who will tell their stories to Canadians across the country. This cross-Canada tour will showcase the considerable diversity of this country's population, and engage and empower youth to participate in the movement towards reconciliation.

Previous young Indspire Award recipients will go on a cross-Canada tour in order to tell their stories as guest speakers at local friendship centres, on-reserve and off-reserve schools, libraries and community centres. In 2015-2016, Indspire awarded more than \$12.2 million in the form of 3,792 bursaries and scholarships to Indigenous students.

#### CURRENT PARTNERS

The Walrus Foundation, 4Rs Youth Movement, Reconciliation Canada, Parks Canada.

#### CONTACT

**Project information and partnerships**  
Puneet Luthra, VP  
416-987-0255, pluthra@indspire.ca

Anne Marie Gabriel, CAE, VP Comms  
416-987-0260, agabriel@indspire.ca

#### Media relations

Anne Marie Gabriel, CAE, VP Comms  
416-987-0260, agabriel@indspire.ca

#### ONLINE

[www.indspire.ca](http://www.indspire.ca)  
 /indspire  
 @indspire  
 @Indspire



# INNOVATION150

## INNOVATIVE EXPERIENCES FOR ALL CANADIANS—IN CLASSROOMS, IN COMMUNITIES AND IN THE CLOUD

A collaboration of the Perimeter Institute for Theoretical Physics, Actua, the Institute for Quantum Computing at the University of Waterloo, the Canadian Association of Science Centres, and the Canada Science and Technology Museums Corporation.

### THE PROJECT

Combining scientific exploration with the energy and excitement of a travelling festival, **Innovation150** is set to bring our country's past, present and future achievements in science, technology, engineering and mathematics to your doorstep in 2017.

From introducing the world to universal healthcare to revolutionizing communications with the smartphone to inventing the garbage bag, Canada has long been a nation of creative innovators.

For our country's 150<sup>th</sup> anniversary of Confederation, we are celebrating this incredible spirit of discovery through **Innovation150**, a nation-wide program that will inspire, delight and engage Canadians from coast to coast to coast from October 2016 through 2017.

**Innovation150** is delivered by five of Canada's leading scientific outreach and research facilities, will bring world-class programming, experience, and hands-on learning to Canadians in every province and territory, and will focus on youth, families and Indigenous audiences.

### Innovation150 includes:

- A scalable science exhibit and mobile makerspace that will visit schools in 80 communities;
- A major public exhibition on quantum technologies that will travel to science centres and museums across Canada;
- Inspiring science-focused festivals in seven cities that will ramp up the excitement of Canada 150;
- A crowdsourced digital storybook ([www.InnovationCanada150.ca](http://www.InnovationCanada150.ca)) that celebrates innovative people, places where innovations happen, and innovations resulting from Canadian creativity and ingenuity; and
- High-visibility contests that engage Canadians across our innovative nation.

### CONTACT

**Project information and partnerships**  
Greg Dick, Director of Educational Outreach  
Perimeter Institute for Theoretical Physics  
519-569-7600, ext. 5110, [gdick@perimeterinstitute.ca](mailto:gdick@perimeterinstitute.ca)

**Media relations**  
RJ Taylor, Manager of Special Projects, Perimeter Institute for Theoretical Physics  
226-338-6967, [rtaylor@perimeterinstitute.ca](mailto:rtaylor@perimeterinstitute.ca)

### ONLINE

[www.innovation150.ca](http://www.innovation150.ca)  
 [@innovation150](https://twitter.com/innovation150)



# MUSIC YUKON

## PAN-TERRITORIAL CELEBRATION

Celebrating northern artists while showcasing northern culture

### THE PROJECT

Music Yukon's **Pan-Territorial Celebration** will bring together performing artists, visual artists, mixed media artists and Dene, Inuit and Arctic sport athletes from the three territories to celebrate Canada's north. The celebration will showcase the distinct culture of each territory and engage audiences in an afternoon of free outreach activities focusing on families and youth, and an evening gala performance. The Celebration will go on tour to Whitehorse, Yellowknife, Iqaluit, Ottawa and Vancouver.

### CURRENT PARTNERS

First Nation Culture and Tourism Association, Yukon Arts Centre, Adaka Cultural Festival, Alianait Festival, Northern Arts and Cultural Association.

### ONLINE

[www.music yukon.com](http://www.music yukon.com)  
 @music yukon  
 /music yukon

### CONTACT

**Project information, partnerships and media relations**  
Kim Winnicky, Executive Director  
867-456-8742, [office@music yukon.com](mailto:office@music yukon.com)



# NUNATTA SUNAKKUTAANGIT MUSEUM

## VOICES FROM NUNAVUT

The beauty of the North through the eyes of our youth

### THE PROJECT

**Voices from Nunavut** is a multi-language (Inuktitut, Innuinaqtun, French and English) exhibition consisting of a 25-channel video installation. Each video will represent one of the 25 Nunavut communities. The populations of these communities vary from around 8,000 (Iqaluit) to 150 people (Grise Fiord).

Youth from each community will create these artistic media collages. A picture of what makes each community unique, what makes them proud, and what it is like to live in these communities, through the eyes of youth, will emerge from these activities and show what Nunavut feels like, sounds like and looks like in 2017.

These video celebrations will be shared as an installation exhibition in order to foster greater understanding between the people of Nunavut and southern Canadians, and broaden everyone's concept of what it means to be Canadian in 2017, as part of Canada's 150<sup>th</sup> anniversary of Confederation.

### CURRENT PARTNER

Department of Education, Government of Nunavut.

### CONTACT

#### Project information and partnerships

Gyu Oh, Curator/Manager  
867-979-5537, [gyu@nsmuseum.ca](mailto:gyu@nsmuseum.ca)

#### Media relations

Julie Stinson, Communications  
867-979-5537, [julie@nsmuseum.ca](mailto:julie@nsmuseum.ca)

### ONLINE

 [/groups/1116999441649942/](https://www.facebook.com/groups/1116999441649942/)



# NYO CANADA

## EDGES OF CANADA

Youth for music,  
healing and hope

### THE PROJECT

In honour of Canada's sesquicentennial, NYO Canada will embark on the most extensive tour in its history, visiting 12 cities from coast to coast to coast and webcasting to communities across the nation.

In addition to its traditional classical repertoire, the **Edges of Canada** tour will feature historic, never-before-seen creative collaborations with the National Youth Choir, as well as leading Indigenous artists from every part of Canada led by Canadian actor and Signal Theatre founder Michael Greyeyes. This component, called The Unsilent Project, will represent a youth response to Truth and Reconciliation, and a message of hope and healing to help launch a new chapter.

In 2017, all concerts will be free, and there will be pre- and post-concert receptions and panels, involvement by community groups, and the production of a film documenting this historic artistic process from the first audition to the final performances.

### CURRENT PARTNERS

TD Bank, Choral Canada, Signal Theatre, Michael Greyeyes, Elle-Máijá Tailfeathers (media artist), Ian Cusson (composer), VIA Rail and Air Canada.

### CONTACT

#### Project information

Barbara Smith, Executive Director  
T: 416-532-4470, ext. 222, C: 416-806-5339,  
bsmith@nyoc.org

#### Partnerships

Kate Eccles, Director, Development and Communications  
T: 416-532-4470, ext. 224, C: 647-678-0154,  
keccles@nyoc.org

#### Media relations

Dan McKinnon, Manager, Marketing and Communications  
T: 416-532-4470, ext. 231, C: 416-524-5909,  
dmckinnon@nyoc.org

### ONLINE

[www.nyoc.org](http://www.nyoc.org)  
 @NYO\_Can  
 /nyoconjc  
 @NYO\_Can



# PARTICIPACTION

## PARTICIPACTION 150 PLAY LIST

The Ultimate List  
of 150 Canadian  
Physical Activities

### THE PROJECT

In celebration of Canada's 150<sup>th</sup> anniversary of Confederation, ParticipACTION will ask all Canadians to get active with the **ParticipACTION 150 Play List**—a challenge to try out 150 unique physical activities that define us as Canadian, starting in 2017. It will be the ultimate play list created by Canadians for Canadians.

In October 2016, Canadians will be asked to help choose the 150 physical activities—from basketball to tobogganing—across sport, recreation and daily life that should be included on the list.

Throughout 2017, this integrated, multi-platform initiative will come to life on a digital platform and in 100 events, where Canadians in all communities, schools and workplaces will be asked to complete as many activities on the list as possible and earn rewards along the way.

### CURRENT PARTNERS

Manulife, Chevrolet, Shaw, Government of British Columbia, Corus, Quebecor.

### CONTACT

#### Project information

Kendra Isaak, Project Lead  
416-913-1397, kisaak@participACTION.com

#### Partnerships

Jesse Cassaday, Vice-President, Business Development  
416-913-1569, jcassaday@participACTION.com

#### Media relations

Katherine Janson, Director of Communications and Public Affairs  
416-913-1471, kjanson@participACTION.com

### ONLINE

[www.participACTION.com/150](http://www.participACTION.com/150)  
@ParticipACTION  
@ParticipACTION  
@ParticipACTION



# PARTNERS IN ART

## LANDMARKS2017

ART+PLACES+  
PERSPECTIVES

### THE PROJECT

**LandMarks2017/Repères2017** is a national contemporary art project that will inspire people to reconnect with the land through a series of new multidisciplinary art projects. A team of nationally acclaimed curators will inspire and lead established artists, art students and local communities in creating collaborative works of art inspired using nature as their theme. Projects will include site-specific installations, sculptures, pop-up art exhibitions and performances, which will be created and exhibited in Canada's national parks and national historic sites.

The public will be invited to learn, play and participate creatively online at [www.LandMarks2017.ca](http://www.LandMarks2017.ca).

### CURRENT PARTNERS

Founding Partners: OCAD University, Canadian Association of Fine Art Deans  
Presenting Sponsor: TD  
Funding Partners: Government of Canada, Michael Young Family Foundation  
Site Partner: Parks Canada  
Media Partners: Q Media, The Walrus

### CONTACT

#### Project information, partnerships and media relations

Sara Malabar, Project Manager  
647-282-9545, [sara.malabar@gmail.com](mailto:sara.malabar@gmail.com)

### ONLINE

[www.landmarks2017.ca](http://www.landmarks2017.ca)  
 [@LandMarks2017](https://twitter.com/LandMarks2017)  
 [/landmarks2017.ca](https://facebook.com/landmarks2017.ca)  
 [#landmarks2017](https://instagram.com/landmarks2017)



La Dictée  
P.G.L.

# THE PAUL GÉRIN-LAJOIE FOUNDATION TRAVELLING THROUGH HISTORY

Travel through history  
with La Dictée P.G.L.

## THE PROJECT

The Foundation has joined forces with the Ligue nationale d'improvisation (LNI) and VIA Rail, to give thousands of youth and adults an opportunity to discover and share their history. More than 3,000 high schools will be targeted. Two types of activities will be suggested to schools: an essay-writing contest on history, heritage, cultural diversity or French expressions, and a French-language dictation competition (La Dictée P.G.L. du 150<sup>e</sup>). There will be 16 finalists from across Canada (10 for the dictation competition and six for the essay-writing contest).

The LNI will also present five days of animation and shows in VIA Rail stations (Halifax, Vancouver, Winnipeg, Toronto and Montreal) involving historic Canadian figures and events and/or famous French expressions. Two teams will travel on VIA Rail, one departing from Vancouver, the other from Halifax, towards the national capital. In Ottawa, these actors will put on a large-scale final show in order to recognize the achievements of our finalists.

## CURRENT PARTNERS

VIA Rail Canada and Ligue nationale d'improvisation (LNI).

## CONTACT

### Project information

Sophie D'Aoust, International Program Manager  
514-288-3888, ext. 229, sdaoust@fondationpgl.ca

### Partnerships

Lucie Tremblay, Executive Director  
514-288-3888, ext. 230, ltremblay@fondationpgl.ca

### Media relations

Caroline Cantin, Project Manager, La Dictée P.G.L.  
514-288-3888, ext. 240, ccantin@fondationpgl.ca

## ONLINE

[www.fondationpgl.ca](http://www.fondationpgl.ca)

 @fondation\_pgl

 @fondationpaulgerinlajoie



# LES PRODUCTIONS RIVARD AND ZONE3 PRODUCTEURS LA GRANDE TRAVERSÉE

La Grande Traversée:  
Retracing the route  
of our French ancestors –  
An adventure at the heart  
of our history

## THE PROJECT

**LA GRANDE TRAVERSÉE** is a television series that follows the adventures of ten people, chosen from among more than 1,200 candidates from across Canada, who will cross the Atlantic Ocean in the same conditions as their ancestors did in the 17<sup>th</sup> and 18<sup>th</sup> centuries, during the period of New France.

Two well-known individuals will be involved throughout the series as guides, confidants and history buffs: Francis Reddy, actor, director and television talk show host, and Mylène Paquette, the renowned sailor who holds the title of the first person from the Americas to row solo across the North Atlantic.

## CURRENT PARTNERS

Radio-Canada, RDI, Explora, Canada Media Fund, Manitoba Film and Music, and provincial and federal tax credits.

## CONTACT

**Project information,  
partnerships and media relations**  
Louis Paquin, Producer  
204-233-0694, lpaquin@rivard.tv



# RECONCILIATION CANADA – A NEW WAY FORWARD SOCIETY RECONCILIATION IN ACTION: A NATIONAL ENGAGEMENT STRATEGY

‘Namwayut –  
We are all one

## THE PROJECT

Reconciliation Canada will host several events that will bring reconciliation to the centre stage of Canada’s 150<sup>th</sup> anniversary of Confederation. We will explore and celebrate the perceptions, actions and aspirations of Canadians with respect to reconciliation. These will be compiled in a National Narrative on Reconciliation, a narrative that acknowledges our shared history, celebrates current achievements in reconciliation, inspires hope and love, and encourages courageous action for the next 150 years.

Planned initiatives include the following:

- a national narrative on reconciliation
- online engagement
- national reconciliation gatherings
- a national gathering of spiritual leaders and youth
- a nationwide discussion on reconciliation and
- a celebration of reconciliation.

## CURRENT PARTNERS

Affinity Credit Union, Anglican Church of Canada, Vancity Credit Union, Vancouver Foundation, Suncor Energy Foundation.

## CONTACT

### Project information

Sheryl Ries, Chief Operating Officer  
604-770-4434, sheryl.ries@reconciliationcanada.ca

### Partnerships

Alexander Dirksen, Partnerships Coordinator  
604-770-4434, alexanderdirksen@reconciliationcanada.ca

### Media relations

Michelle Cho, Director of Marketing, Communications and Outreach  
604-770-4434, michelle.cho@reconciliationcanada.ca

## ONLINE

[www.reconciliationcanada.ca](http://www.reconciliationcanada.ca)  
 @Rec\_Can  
 /ReconciliationCanada



# REEL CANADA

## NATIONAL CANADIAN FILM DAY 150

Celebrate great Canadian cinema with the world's biggest one-day film festival

### PROJECT

**National Canadian Film Day 150 (NCFD 150)** is a massive one-day celebration of Canadian cinema in honour of our nation's sesquicentennial. On April 19, 2017, great Canadian movies will be broadcast, posted online and shown at more than 600 screenings held in cinemas, libraries, public squares and anywhere you can show a film. With free events put on in every province and territory, many of them featuring talented Canadian film talent, **NCFD 150**, a Canada 150 Signature Project, promises to be the biggest film festival in the world.

Presented by REEL CANADA, an organization that has been introducing Canadian films to high school students and new Canadians since 2005, **NCFD 150** is a tremendous opportunity for Canadians of all ages and backgrounds to get together and enjoy the abundant work of our nation's storytellers. With the help of partners and audiences across the country, **NCFD 150** will put Canadian cinema and our unique nation in an unprecedented spotlight.

If movies are cultural mirrors, **NCFD 150** is a veritable disco ball. So circle the date, April 19, 2017, and we'll see you at the party!

### CURRENT PARTNERS

CBC, Cineplex, Telefilm Canada, Talent Fund, Entertainment One, National Film Board, Canadian Media Producers Association, TIFF, Canada Media Fund, Landmark Cinemas, Bell Media, Corus Entertainment, Air Canada, Aboriginal Peoples Television Network, Sundance Channel, shomi, Hollywood Suite, Elevation Pictures, Creative Arts Savings and Credit Union, Creative BC, Ontario Media Development Corporation, Government of Northwest Territories, Yukon Economic Development, Toronto Arts Council.

### CONTACT

#### Project information

Jack Blum, Executive Director  
416-906-5606, [jack@reelcanada.ca](mailto:jack@reelcanada.ca)

#### Partnerships

Dianne Schwalm, Development Consultant  
416-482-4167, [dianne@reelcanada.ca](mailto:dianne@reelcanada.ca)

Deanna Wong, Administrative Director  
416-642-5796 ext. 211, [deanna@reelcanada.ca](mailto:deanna@reelcanada.ca)

#### Media relations

Cara McCutcheon, Communications Director  
416-642-5796, ext. 213, [cara@reelcanada.ca](mailto:cara@reelcanada.ca)

### ONLINE

[www.canadianfilmday.ca](http://www.canadianfilmday.ca)

 @canfilmday

 CanFilmDay

 @canfilmday



# RENDEZ-VOUS NAVAL DE QUÉBEC

## RDV2017

RENDEZ-VOUS 2017,  
an exciting popular event  
for the 150<sup>th</sup> anniversary of  
the Canadian confederation!

### THE PROJECT

From June 29 to August 20, 2017, more than 40 tall ships will be sailing Canadian waters to honour the 150<sup>th</sup> anniversary of the Canadian Confederation. They are scheduled to stop at host ports in Ontario, Quebec and the Maritimes, giving thousands of people an opportunity to admire the majestic beauty of these cathedrals of the seas.

Quebec City will be the main rallying point on this tour of Canadian waters. The fleet, along with its more than 3,000 crew members, will be in the Port of Québec for a grand celebration from July 18 to 23, 2017. A host of free activities is planned for families and visitors.

### CURRENT PARTNERS

Sail Training International, Ministère du Tourisme du Québec, Secrétariat à la Capitale-Nationale, Ville de Québec, Quebec Tourism Office.

### CONTACT

#### Project information

Daniel Gélinas, General Manager  
418-523-8830, ext. 227, dg@infofestival.com

#### Partnerships

Jean-Erick Dorval, Chief, Public Funding  
418-523-8830, ext. 224, jedorval@infofestival.com

Jean-Baptiste Cantin Boudreau, Chief, Marketing and Sponsorship  
418-523-8830, ext. 226, jbcantin@infofestival.com

#### Media relations

Julie Drolet, Press Secretary  
418-523-8830, ext. 294, jdrolet@infofestival.com

### ONLINE

[www.rdv2017.com](http://www.rdv2017.com)  
 @2017Rdv  
 /RDV2017  
 @rdv2017



# RICARDO MEDIA

## WE ARE THE BEST BY RICARDO

Would you like to know why  
Canadians are the best?  
Discover the reason  
why in 2017!

### THE PROJECT

**WE ARE THE BEST** is a series of 52 short videos exploring the extraordinary culinary riches of our country. This project is part of a grand tour that will take Ricardo from coast to coast, introducing Canadians to our very best national products that are gathering attention at home and abroad.

“For a long time I’ve wanted to show Canadians the true richness of our national terroir and challenge preconceived notions. For example, I’ve often heard people say that Dijon mustard comes from France. Well, that’s partly true. In reality, most of the mustard seeds come from Saskatchewan and are exported to our French cousins. That’s the kind of story we want to tell. With this major undertaking, set to coincide with the 150<sup>th</sup> anniversary of our country, I’m finally getting a chance to celebrate our local success stories!” — Ricardo

The series will pay tribute to the young entrepreneurs and creators, including farmers, wine producers, artisans and chefs, who are shaping our culinary heritage now and for the future. The videos will also highlight Canada’s many different landscapes and features, as well as the significant contributions of our various communities.

A new bilingual three-minute video will be released each week in 2017, from January 1 to December 31. The videos will be available to all Canadians free of charge, and provided on all platforms (TV, Web TV and mobile devices).

### CONTACT

#### Project information

Guylaine Brisebois, Executive Producer  
T: 450-465-4500, ext. 210, C: 514-941-9730,  
guylaine@productions350.com

#### Partnerships and media relations

Nathalie Carbonneau, Marketing Director  
T: 450-465-4500, ext. 252, C: 514-973-2107,  
nathaliecarbonneau@ricardocuisine.com

### ONLINE

[www.ricardocuisine.com](http://www.ricardocuisine.com)

 @Ricardorecipes

 /ricardocuisine

 @ricardocuisine



# THE RICK HANSEN FOUNDATION

## ACCESS4ALL

Making Canada  
Accessible for All

### THE PROJECT

To celebrate Canada's 150<sup>th</sup> year of Confederation and the 30<sup>th</sup> anniversary of the Rick Hansen Man In Motion World Tour, the Rick Hansen Foundation's **Access4All** Canada 150 Signature Project seeks to inspire and empower youth and community leaders across the country to create a more inclusive and accessible Canada.

With funding from the Government of Canada, the Foundation will provide a minimum of 50 grants of up to \$30,000 to schools and community groups across the country to help Canadians activate infrastructure improvement projects and hold awareness building events. These Barrier Buster projects will help remove physical barriers in public places, and create awareness of the importance of accessibility across Canada. Schools and community organizations will receive toolkits to help identify and undertake Barrier Buster projects and plan awareness events.

### CURRENT PARTNERS

Boston Pizza Foundation, TAXI Advertising, Slight Communications, Invacare, Community Foundations of Canada, Trans Canada Trail, Acklands Grainger, Canada Games 2017, SCI Canada and Canadian Paralympic Committee.

### CONTACT

#### Project Information

Amanda Basi, Project Manager  
778-296-1511, abasi@rickhansen.com

#### Partnerships

Mike Reid, VP, Resource Development  
778-296-1546, mreid@rickhansen.com

#### Media Relations

Dawn Tse, Publicist  
778-296-1541, dtse@rickhansen.com

### ONLINE

[www.rickhansen.com](http://www.rickhansen.com)  
 @rickhansenfdn  
 /rickhansenfdn  
 @rickhansenfdn



# SESQUI INC.

## SESQUI

SESQUI will offer Canadians a unique experience that will allow Canadians to explore their country, connect with each other and be inspired in a way that they never have before!

### THE PROJECT

**SESQUI** is an immersive media experience that will be available across the country in 2017, bringing Canadians together to share what home means to us.

Using innovative digital technology and drawing on Canadian creativity, **SESQUI** plans to engage millions of Canadians through its 360° cinematic experience, interactivity, immersive content, live events, online activities and education programs. **SESQUI** tells the story of how we are connected to our landscape, how we create Canada together and how we shape our ideas of home.

### CURRENT PARTNER

CBC/SRC is SESQUI's official media partner.

### CONTACT

#### Project information

Joanne Loton  
416-577-6477, joanne@sesqui.ca

Andrea Stewart  
416-200-5149, andrea@sesqui.ca

#### Partnerships

Linda Antoniadis  
647-406-5467, linda@sesqui.ca

#### Media relations

Linda Antoniadis  
647-406-5467, linda@sesqui.ca

Hibaq Ali  
Hibaq@sesqui.ca

### ONLINE

[www.sesqui.ca](http://www.sesqui.ca)

 @sesqui2017

 /sesqui2017

 @sesqui2017



# STUDENTS ON ICE FOUNDATION

## CANADAC3 – COAST TO COAST TO COAST

An Epic Journey  
of Celebration and  
Reconciliation

### THE PROJECT

**Canada C3** is a Signature Project to help celebrate Canada's 150<sup>th</sup> anniversary of Confederation in 2017. The centrepiece of **Canada C3** is an epic 150-day sailing journey from Toronto to Victoria through the Northwest Passage that will explore the largest coastline in the world, navigate Canada's three oceans, and celebrate the past, present and future of our amazing country.

The 150-day expedition is divided into 15 major legs that will each have a cross-section of Canadians on board—including scientists, artists, Indigenous elders, leaders, historians, politicians, business leaders, youth, newcomers, journalists and celebrities—who will tell their stories, share their messages, conduct research, create art and music, and together celebrate Canada.

**Canada C3** will be a journey of discovery, celebration, and reconciliation that will engage millions of Canadians from across the country. It will be a journey that will capture our spirit, fuel our imagination, create a deeper understanding and appreciation of Canada, and inspire future visions for Canada.

### CURRENT PARTNERS

Alliance of Natural History Museums of Canada, Apathy is Boring, Canadian Coast Guard, Canada Council for the Arts, Canada Goose, Canadian Ice Service, Canadian Museum of Nature, Canadian Rangers, Canadian Wildlife Federation, Canadian Wildlife Service, Community Foundations of Canada, Department of Fisheries and Oceans, Department of National Defence, Facebook, First Air, 4Rs Youth Movement, Faculties of Education at the Universities of British Columbia, Calgary, Saskatchewan, Ottawa, Prince Edward Island, Cape Breton and Memorial, as well as the Labrador Institute, WE, The Globe and Mail, Indigenous and Northern Affairs Canada, Inuit Tapiriit Kanatami, The National Arts Centre, Oceans North Canada, Parks Canada, Polar Knowledge Canada, Rideau Hall Foundation, Royal Canadian Mounted Police, Royal Canadian Navy, Royal Canadian Geographical Society, Taking IT Global, Transport Canada, The Walrus Foundation and WWF-Canada.

### CONTACT

#### Project information

Geoff Green, C.M.  
819-827-3300, [geoff@studentsonice.com](mailto:geoff@studentsonice.com)

Henk van der Molen  
819-827-3300, [henk@studentsonice.com](mailto:henk@studentsonice.com)

#### Partnerships

Vicky Martins, Funding and Corporate Sponsorships  
T: 819-827-3300, ext. 3103, C: 613-558-4114,  
[vicky@canadac3.ca](mailto:vicky@canadac3.ca)

Tara Mascarenhas, Partnerships  
T: 819-827-3300, ext. 3102, C: 819-328-3264,  
[tara@canadac3.ca](mailto:tara@canadac3.ca)

#### Media relations

Ashley Brasfield, Media and Communications  
819-827-3300 [ashley@studentsonice.com](mailto:ashley@studentsonice.com)

### ONLINE

[www.CanadaC3.ca](http://www.CanadaC3.ca)



# TAKINGITGLOBAL EXPLORE150

Come together to  
explore Canada's past,  
present and future

## THE PROJECT

**Explore150** will engage 100,000 Canadians in discovering, sharing, and reflecting on the cultural, natural, and historic places in their communities and across Canada. Driven by youth, it will encourage communities to document and celebrate their connection to the places that are most significant to them. It will also challenge participants to visit and explore 150 sites in 2017, and help educators increase their students' awareness of our country, history and people.

## CURRENT PARTNERS

Canadian Museums Association, Canadian Commission for UNESCO, Winnipeg Art Gallery, Cisco Systems, Get to Know, The Centre for Global Education, National Trust for Canada, Canadian Wildlife Federation, Youth Centres Canada, Youthful Cities, Youth Arctic Coalition, Students on Ice, Samuel Family Foundation, Ontario Elementary Social Studies Teachers Association.

## CONTACT

### Project information

Sam Butt, National Project Coordinator  
416-977-9363, ext. 321, [sam@takingitglobal.org](mailto:sam@takingitglobal.org)

### Partnerships

Jennifer Corriero, Executive Director  
416-977-9363, ext. 314, [jenergy@takingitglobal.org](mailto:jenergy@takingitglobal.org)

### Media relations

Michael Furdyk, Director of Innovation  
416-977-9363, ext. 313, [mfurdyk@takingitglobal.org](mailto:mfurdyk@takingitglobal.org)

## ONLINE

[www.explore150.ca](http://www.explore150.ca)  
 [@explore150](https://twitter.com/explore150)  
 [/explore150](https://www.facebook.com/explore150)  
 [@explore150](https://www.instagram.com/explore150)

tiff.

# TORONTO INTERNATIONAL FILM FESTIVAL

## CANADA ON SCREEN

An unprecedented project to identify, restore and screen the essential 150 moving-image productions from over 100 years of Canadian cinematic history

### THE PROJECT

**Canada on Screen** will connect film-lovers to their past, present and future through the celebration of 150 seminal Canadian moving image works. As a celebration of our shared history, TIFF and its partners will identify, restore and screen these masterworks, which will include films, television shows, commercials, music videos and installations produced throughout Canada's rich history. The list of works will be housed on [tiff.net](http://tiff.net).

**Canada on Screen** will also include 2167, a virtual reality project where six Indigenous filmmakers and artists are asked to look 150 years into the future.

### CURRENT PARTNERS

Canada On Screen is a co-production involving TIFF and three core project partners: Library and Archives Canada, the Cinémathèque québécoise and The Cinematheque in Vancouver. 2167 is commissioned and produced by TIFF, imagineNATIVE, Pinnguaq and the Initiative for Indigenous Futures.

### CONTACT

#### Project information

Elektra Simms, Senior Manager, Special Projects  
416-599-8433, ext. 2159, [esimms@tiff.net](mailto:esimms@tiff.net)

#### Partnerships

Chloe Pugh, Acting Director, Corporate Partnerships  
416-599-8433, ext. 5847, [cpugh@tiff.net](mailto:cpugh@tiff.net)

#### Media relations

TIFF Public Relations Office  
416-934-3200, [proffice@tiff.net](mailto:proffice@tiff.net)

### ONLINE

[www.tiff.net](http://www.tiff.net)  
[@TIFF\\_NET](https://twitter.com/TIFF_NET)  
[f /TIFF](https://www.facebook.com/TIFF)  
[@tiff\\_net](https://www.instagram.com/tiff_net)



# TORONTO SYMPHONY ORCHESTRA

## CANADA MOSAIC

A celebration of Canadian music from our history to the present day

### THE PROJECT

The Toronto Symphony Orchestra (TSO) is taking note of Canada's 150<sup>th</sup> anniversary of Confederation and creating music for your ears. Would you like to hear more?

The **Canada Mosaic** is a celebration of the great Canadian orchestral music of our past, and involves the commissioning of an unprecedented number of new works by contemporary Canadian composers and artists. Dozens of new works and thematic programs will be performed, not only by the TSO, but also by orchestras across Canada. The **Canada Mosaic** project will provide a rich musical palette for Canadians across the country.

### CURRENT PARTNERS

Canadian Composers including Howard Shore, Edward Top, Vincent Ho, Erica Procnier, Tanya Tagaq, Owen Pallett, Nicole Lizée, Cassandra Miller, Mychael Danna, Alexina Louie, Sandra Laronde, Julien Bilodeau, and others!

Canadian orchestras in every province, including the Vancouver Symphony Orchestra, the Calgary Philharmonic Orchestra, the Regina Symphony Orchestra, the Winnipeg Symphony Orchestra, the National Arts Centre Orchestra, the Orchestre symphonique de Montréal, Symphony New Brunswick, Symphony Nova Scotia, the Prince Edward Island Symphony Orchestra, the Memorial University Chamber Orchestra in St. John's, Newfoundland and Labrador, and many others!

Other organizations including the Sesquicentennial Advisory Committee, the Glenn Gould Foundation, Polaris Music Prize, Toronto International Film Festival, and many others!

### CONTACT

**Project information and partnerships**  
Shawn Boyle, Director, External Relations  
416-593-7769, ext. 281, sboyle@tso.ca

**Media relations**  
Francine Labelle, Director of Public Relations  
416-593-7769, ext. 267, flabelle@tso.ca

### ONLINE

[www.tso.ca/canadamosaic](http://www.tso.ca/canadamosaic)  
 @torontosymphony  
 /torontosymphonyorchestra  
 @torontosymphony



# VANCOUVER AQUARIUM MARINE SCIENCE CENTRE CLEAN CANADA'S WATERWAYS

Inspiring Canadians  
to conserve our aquatic  
environments over the  
next 150 years

## THE PROJECT

The objective of this project is to foster civic action and a better appreciation of our environment among all Canadians by connecting them to their local aquatic habitats. Through this project, the Vancouver Aquarium Marine Centre hopes to encourage Canadians to conserve their local environments over the next 150 years.

We will undertake a national tour consisting of 150 events for schools, camps and communities across Canada to raise Canadians' awareness of the critical importance of aquatic environments and provide them with an immersive experience where they can learn more about aquatic life. The AquaVan contains live marine invertebrates and includes interactive programming.

We will also invite each community to participate in a Great Canadian Shoreline Cleanup event.

## CURRENT PARTNERS

London Drugs, BC Hydro and BG Group.

## CONTACT

### Project information

Catriona Wilson, Manager  
604-659-3436, [catriona.wilson@vanaqua.org](mailto:catriona.wilson@vanaqua.org)

### Partnerships

Andrea Wright, Director of Development  
604-659-3506, [andrea.wright@vanaqua.org](mailto:andrea.wright@vanaqua.org)

### Media relations

Charlene Chiang, Director of Communications  
T: 604-659-3453, C: 604-805-1786,  
[Charlene.Chiang@vanaqua.org](mailto:Charlene.Chiang@vanaqua.org)

## ONLINE

[www.vanaqua.org](http://www.vanaqua.org)  
 [@vanaqua](https://twitter.com/vanaqua)  
 [/vanaqua](https://www.facebook.com/vanaqua)  
 [@vanaqua](https://www.instagram.com/vanaqua)



# VOX POP LABS

## PROJECT TESSERA

Explore the  
Canadian mosaic

### THE PROJECT

**Project Tessera** is a civic engagement initiative that combines digital media and data science to offer Canadians a unique opportunity to reflect on the many interpretations of what it means to be Canadian on the anniversary of Confederation. Its objective is to instil in all Canadians an individual sense of belonging within a richly diverse national mosaic.

The centerpiece of **Project Tessera** is an interactive online application that surveys users on themes such as culture, values, symbols and their sense of belonging. **Project Tessera** has the potential to generate an unparalleled dataset on public perceptions about Canada and what it means to be Canadian, which would be made available to the public and serve as a legacy of Canada 150.

### CURRENT PARTNERS

CBC/Radio-Canada, Centre for the Study of Democratic Citizenship and MASS LBP.

### CONTACT

**Project information and partnerships**  
Clifton van der Linden  
416-988-0749, cliff@voxpoplabs.com

### Media relations

Gregory Kerr, Research Manager  
613-889-2491, gregk@voxpoplabs.com

### ONLINE

[www.voxpoplabs.com/canada150](http://www.voxpoplabs.com/canada150)  
 /voxpoplabs  
 /voxpoplabs



# THE WALRUS FOUNDATION

## THE WALRUS TALKS CONVERSATIONS ABOUT CANADA: WE DESIRE A BETTER COUNTRY

13 cities, 13 provinces and territories, 13 weeks

### THE PROJECT

Starting with the annual Walrus Foundation gala on January 18, 2017, the charitable, non-profit Walrus Foundation, in partnership with the Order of Canada and Canada 150, will put on an extraordinary national tour focusing on the future of our country and featuring 50 members of the Order of Canada and 50 youth leaders. The tour will run from March 1 to June 1, 2017.

The **Walrus Talks Conversations about Canada: We Desire a Better Country** will visit every province and territory, and each event will feature eight speakers: four youth leaders and four members of the Order of Canada. The Order of Canada, one of our country's highest honours, recognizes people who make outstanding contributions to the nation and will have its 50th anniversary in 2017. Its motto, *desiderantes meliorem patriam* ("They desire a better country"), serves as the inspiration for this tour.

CBC Radio will be the broadcast partner for the tour and will broadcast or podcast content on radio and digital platforms. The Walrus Foundation will live stream these events on its platforms. More details to be announced.

### CURRENT PARTNERS

Signature Sponsors include TD, CBC Radio and CBC Aboriginal, Enbridge, Labatt, Rideau Hall Foundation, Rethink, Suncor, CN and Social Sciences and Humanities Research Council.

Partners of the national tour include Action Canada, College and Institutes Canada, Arctic Inspiration Prize, CBC Radio/CBC Radio Aboriginal, Community Foundation of Canada, Fulbright Scholar Program, Governor General's Performing Arts Awards, Hart House, Hnatyshyn Foundation, Inspirit Foundation, Indspire, LandMarks, The Next 36, OneFiveOh, Ontario Centres of Excellence, Queen Elizabeth Scholars, Reel Canada, Royal Canadian Navy, Samara, Sea3 Strategy Group, Sesqui, Trudeau Foundation and Via Rail.

### CONTACT

#### Project information

David Leonard, Director of Events  
416-971-5004, ext. 222, [david.leonard@thewalrus.ca](mailto:david.leonard@thewalrus.ca)

#### Partnerships

Amirah El-Safty, Partnership and Marketing Manager  
416-971-5005, ext. 253, [amirah.el-safty@thewalrus.ca](mailto:amirah.el-safty@thewalrus.ca)

#### Media relations

Amirah El-Safty, Partnership and Marketing Manager  
416-971-5005, ext. 253, [amirah.el-safty@thewalrus.ca](mailto:amirah.el-safty@thewalrus.ca)

Blair Elliott, Events and Media Coordinator  
416-971-5004, ext. 245, [blair.elliott@thewalrus.ca](mailto:blair.elliott@thewalrus.ca)

Cailin Cooper, Events Coordinator  
416-971-5004, ext. 247, [cailin.cooper@thewalrus.ca](mailto:cailin.cooper@thewalrus.ca)

### ONLINE

[www.thewalrus.ca/author/the-walrus-foundation](http://www.thewalrus.ca/author/the-walrus-foundation)



# WE WE ARE CANADA

Unite as a country and pledge to continue building a stronger Canada with WE

## THE PROJECT

WE is a movement that brings people together and gives them the tools to make a local and global impact. This fall, to celebrate Canada 150, WE is offering unique **“WE Are Canada”** resources that will empower young Canadians and their families to create a deeper understanding of Canada. Elementary, junior high and secondary school teachers will have access to free lessons and materials that will empower their students to learn about pressing issues and discover how they can get involved to make a difference. At the end of the school year, teachers and communities across the country will be provided with resources to celebrate their efforts for Canada 150 by hosting a WE Day X, a mini WE Day-style celebration.

WE hopes to leave a legacy by achieving three goals:

- 1 million Canadians taking a pledge for Canada 150;
- \$1 million raised to support Canadian organizations; and;
- 1 million positive actions taken around the themes of youth empowerment, the environment, diversity and inclusion, and reconciliation.

Join the WE movement and the hundreds of thousands of Canadians already coming together to ensure a solid future for Canada. Every pledge, donation and action, big or small, makes a difference. Regardless of what you are able to contribute, there is a place in this Canadian movement for you. By committing to one action for their local community and one action for our global community, Canadians across the country can earn their way to stadium-size WE Day events where we will celebrate Canada’s 150<sup>th</sup> anniversary of Confederation and the impacts we are making together.

Learn more and take the pledge; visit [www.we.org/we-are-canada](http://www.we.org/we-are-canada).

## CURRENT PARTNERS

Over 100 Canadian school boards, districts and divisions; University of Victoria; St. Francis Xavier University; Ryerson University; Martin Aboriginal Education Initiative; Bell Media; TVA; The Globe and Mail; and Canadian Living.

## CONTACT

**Project information and partnerships**  
Carrie Patterson, Chief of Staff  
416-925-5894, [Carrie.Patterson@we.org](mailto:Carrie.Patterson@we.org)

**Media relations**  
Angie Gurley, Director of Public Relations  
416-925-5894, [Angie.Gurley@we.org](mailto:Angie.Gurley@we.org)

## ONLINE

[www.WE.org](http://www.WE.org)  
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# WINNIPEG ART GALLERY

## ART EXPRESS'D

Cross-Canada  
Art Adventure

### THE PROJECT

Canada's vast geography is integral to its national narrative of people and goods moving over long distances and various types of terrain throughout our history.

**ART EXPRESS'D** echoes this narrative of travel and national development, and consists of travelling art studios made from 20-foot metal shipping containers. The three mobile studios will travel across Canada for a 12-week period from June to the end of August 2017, and will make stops in 15 cities from coast to coast to coast, from Vancouver Island to St. John's and from Inuvik to Winnipeg (destinations to be determined).

Each mobile studio, staffed by an artist and a videographer assisted by volunteer facilitators, will serve as an incubator where the public can come to create art and make a video about their vision of Canada and their place within it.

### CURRENT PARTNERS

TakingITGlobal, Locher Evers International, Graffiti Art Programming (GAP) and Art City.

### CONTACT

#### Project information

Rachel Baerg, Head of Education  
204-789-0516, rbaerg@wag.ca

Seema Hollenberg, Head of Curatorial  
204-789-0515, shollenberg@wag.ca

#### Partnerships

Judy Slivinski, Director of Development  
204-789-1299, jslivinski@wag.ca

#### Media relations

Catherine Maksymiuk, Manager of Media and Marketing  
204-789-1767, cmaksymiuk@wag.ca

### ONLINE

canada150.wag.ca  
@wag\_ca #Canada150 #WAG150  
/wag.ca  
@wag\_ca #Canada150 #WAG150



# YMCA

## THE YMCA LOCALMOTION CHALLENGE

Join the LocalMOTION at  
YMCAs across Canada!

### THE PROJECT

**LocalMOTION** will be an entertaining and active celebration of community-building, and an opportunity to learn about the YMCA's historic role in the development of Canada's railways, which linked the country from coast to coast.

Families and friends across Canada will have an opportunity to get active together and develop a feeling of pride in, as well as a connection with, our country and the YMCA. Highlights include a digital game, live events in communities across Canada, and a national summit in June 2017.

### CONTACT

#### **Project information, partnerships and media relations**

Jennifer Holmes Weier, SVP Federation  
Development Network  
416-967-9622, ext. 216,  
Jennifer\_holmesweier@ymca.ca

### ONLINE

[www.ymca.ca](http://www.ymca.ca)  
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