



**Press Release
Sept 21, 2022**

Business & Arts NL announces new pilot campaign to re-engage people in the arts and bring people back to in-person events in St. John's.

@BizArtsNL #TheArtofGoingOut www.theartofgoingout.com

St. John's, NL, Wednesday, September 21, 2022 – Business & Arts NL announced the launch of a new public engagement campaign pilot project this week.

Supported by Canadian Heritage, and the Government of Newfoundland and Labrador, Department of Industry, Energy and Technology, the campaign focuses on reintroducing people to 'The art of going out' to events, using a mix of digital, print, out-of-home, and video channels. The goal of the campaign is to drive attendance and engagement at arts events in St. John's this fall.

The campaign, developed in collaboration with Ray Agency, builds on the insight that following over two years without in-person events, going out has become an art form in and of itself.

Additionally, the pilot project works to build further collaboration between arts organizations. In total, ten St. John's-based arts organizations were selected to take part in the initial pilot project following a call for participants by Business & Arts NL. The intention is to expand to additional arts organizations and regions in the future.

Events by participating organizations are happening throughout the fall across St. John's.

"Working with professional artists and cultural organizations in Newfoundland and Labrador to maximize their contribution to the economy is important to our government. This exciting collaboration is a wonderful opportunity to further connect the arts community, and attract even more patrons to events, festivals, and other programming."

Honourable Andrew Parsons

Minister of Industry, Energy and Technology

Noreen Golfman, Co-Chair – “We also want to remind people that this isn’t just about a night out, this is about creating memories that will last a lifetime.”

To learn more about the pilot project and participating organizations, visit www.theartofgoingout.com

Business & Arts NL works to unite arts and business across the province to find creative solutions together. We believe that creativity and imagination are some of our province’s most valuable assets. We work with partners across sectors to help them thrive.

For more information, please contact Amy Henderson, Executive Director at ahenderson@businessandartsnl.com or (709) 745-1611.