



**MEDIA RELEASE**

**Friday, September 11, 2020**

**FOR IMMEDIATE RELEASE**

**Local businesses and artists will pair up for Artists in Biz program  
Applications now open for unique Culture Days program**

(Barrie, ON) The City of Barrie's Culture Days is happening this year and we welcome local businesses and artists to get involved. Culture Days is extending beyond the traditional annual weekend of events to a more inclusive and interactive four-week schedule of activities. Kicking off September 25 and running until October 25, Culture Days invites everyone in the city to participate in and show appreciation for arts and culture in their own communities and nationwide.

As part of the event programming, the City is welcoming applications for a program called Artists in Biz. This program pairs artists with local businesses to feature artists' works. Businesses who showcase artists work will be listed throughout Culture Days programming, providing an opportunity for drawing in new visitors to their business. Artists will have an opportunity to share their work with new audiences and showcase to the community the level of skill and talent that exists in Barrie.

Participants for Artists in Biz will be chosen on a first-come, first-serve basis provided artist offerings align with the theme of the event and are of a quality and appropriateness that meets the satisfaction of the City. It is the responsibility of artists and businesses participating to work safely within the space provided. In light of COVID-19, artists and businesses must follow social distancing and other protocols as outlined by the [Simcoe Muskoka District Health Unit](#).

Artists and businesses are invited to [apply](#) by September 21 to be considered. For more information, visit [barrie.ca/CultureDays](http://barrie.ca/CultureDays).

Culture Days programs invite the public to get behind-the-scenes to highlight the importance of arts and culture in our communities. The [Culture Days organization](#) supports a Canada-wide network of arts, culture, and heritage organizers to facilitate free public events in their communities every year during the Culture Days weekend.

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