

CREATIVE TRUST

TRUST

WORKING CAPITAL FOR THE ARTS

Creative Trust Launches New Awareness Campaign

(Toronto, ON - June 21, 2006) – Creative Trust launched a summer long public awareness campaign today, screening a new TV spot and two new print ads before Trust board members, participants and supporters. The spots, created pro bono by **GJP Advertising** in Toronto, will run on CityTV Toronto and their affiliates, along with print versions in posters and postcards that will be distributed around the city.

Both the TV spot (called "The Pen") and the print ads take an unusual and irreverent approach to getting across the message that Toronto's many talented performing artists "belong in the theatre," and deserve our financial support.

Creative Trust executive director **Jini Stolk** says the ads work at both the entertainment and marketing levels. "I think they say, in a funny way, some important things about the arts in Toronto. We wanted to get a message out about the wealth of artistic talent in the city."

The TV commercial can be downloaded and print ads viewed at www.creativetrust.ca.

The awareness campaign is in support of Creative Trust's fundraising campaign, which is seeking to raise \$6.1 million in support of 22 mid-size creative music, theatre and dance companies in Toronto. The Trust has succeeded in reaching 83% of that goal; an additional \$1.3 million will allow it to meet its full objectives.

The goal of Creative Trust is to ensure the health and stability of companies essential to Toronto and Canada's cultural well being – allowing them to devote more of their energies to producing fine art and bringing it to the community.

The Creative Trust's Working Capital for the Arts program assists mid-size music, dance and theatre companies to develop strong management skills and rewards success with working capital grants.

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