



PRESS RELEASE – For Immediate Distribution

The Canadian Conference of the Arts is Joining Forces with Mass Culture!

Toronto, 17 September 2019 - **Mass Culture/Mobilisation Culturelle** is excited to announce it is now a charitable organization. After a year of talks, Mass Culture will take on the charitable number of the **Canadian Conference of the Arts (CCA)** to uphold the CCA's 60+ year legacy by devising a system for arts research in Canada.

Mass Culture's mission is appropriately aligned with that of the CCA as it is dedicated to recognizing, undertaking and disseminating professional research relevant to the Canadian arts community. By convening cultural workers and academics, Mass Culture provides a platform for arts research to be explored, widely understood, and mobilized. Supported by remaining CCA funds, Mass Culture will ensure the CCA's federal budget analysis continues to be carried out and will furthermore make available legacy and historical documents from the CCA, while deriving interest from the CCA's investment in the Arts Endowment Program.

Kathleen Sharpe, Former Board President of the CCA said, "The CCA ceased operations in November 2012 after providing 67 years of important work to the national arts and cultural community. While we knew the current business model was not sustainable, the board felt that a national voice for the arts would still be needed. To that end, we kept the organization and its charitable number in place and I'm thrilled that Mass Culture is at the perfect moment in its development to make good use of it. The important legacy of the CCA will be protected and the research and analysis element reimaged for Canadian artists today. The retiring board of the CCA couldn't be happier with this arrangement. Bravo to Mass Culture!"

With thanks to the **Toronto Arts Council** and the **Ontario Trillium Foundation**, Mass Culture has convened over 620 individuals across the country in conversations focused on arts research topics to best determine what topics are relevant to the sector and how Mass Culture can best operate to connect, amplify, and identify new collaborations for arts research. **Robin Sokolowski**, a founding member of Mass Culture, said that "a well-supported system for research sustains, strengthens and advances the arts sector in a variety of ways, and for decades, the CCA championed this work. Mass Culture is motivated by the CCA's trust to uphold their legacy, while continuing to work in tandem with the arts community to uncover its ever-evolving needs."

Looking ahead, Mass Culture will continue to gather people through the continuation of its **MC Gatherings**, share research through its **MC Minds** podcasts and videos, produce **research on arts service organizations** with the support of a SSHRC Engage grant in partnership with **Ryerson University**, and work with various strategic partners within its growing network to ensure all communities have the ability to mobilize and benefit from arts and culture research.

By circulating robust, inclusive research through a healthy network, Mass Culture will deepen the capacity of communities to develop an interconnected Canadian arts sector empowered to reflect and make informed decisions towards a future in which the arts sector in Canada can thrive.

There are multiple opportunities to engage with Mass Culture. Find out how you can be involved [here](#).

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Mass Culture is a collaborative support organization that takes a community-based approach to providing diverse parties with the context and connections needed to enhance the equitable mobilization of arts and culture research.

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