

## News Release

FOR IMMEDIATE RELEASE

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### **A community callout seeks arts and culture events during Culture Days across the Cowichan Region**

**DUNCAN, BC** — For a second year, the Cowichan Valley Regional District will organize an online marketing hub during national Culture Days. This festival celebrates arts, culture, and heritage across three weeks in autumn from September 19<sup>th</sup> to October 12<sup>th</sup>. The CVRD Arts & Culture Division encourages businesses, organizations, and individuals to host a Culture Days public event to showcase the immense variety of our cultural offerings across the region.

This festival celebrates interaction between cultural creators and the public by amplifying the importance of art, heritage, and culture in our communities. After attending Culture Days activities in 2024, 91% of survey respondents reported feeling pride and care for the community where they live.

Culture Days welcomes all kinds of public art, culture, and heritage activities. From gallery tours to nature walks and hands-on workshops to jam sessions, there are endless ways to participate. Museums, galleries, schools, libraries, performance spaces, artists, musicians, and more are encouraged to host a free, 'pay-what-you-can,' or by-donation event.

Examples of Culture Days programming ideas:

- Sharing oral histories or storytelling events
- Build a community time capsule
- Host a film night or book exchange
- Offer a pre-show talkback or behind-the-scenes look at a scheduled event
- Host an artist or dance studio tour
- Organize a flash mob
- Offer a farm, orchard, vineyard, or brewery tour
- Pair a nature walk with poetry writing, photography, or sketching

All registered events within the Cowichan Region will receive an invitation to be included in the regional marketing hub. All registered events will be found on an interactive festival map once registered. Free, ready-made marketing materials are available for all activity hosts.

Visit [www.culturedays.ca](http://www.culturedays.ca) to register events by August 15, 2025.

For more information or help with registering your event, please connect with the CVRD Arts & Culture Division at [arts@cverd.bc.ca](mailto:arts@cverd.bc.ca).

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