



**GOVERNOR GENERAL'S
PERFORMING ARTS AWARDS FOUNDATION
FONDATION DES PRIX DU GOUVERNEUR GÉNÉRAL
POUR LES ARTS DU SPECTACLE**

What is Arts Nation?

Beyond our borders, Canada is best known for our performing artists: actors, directors, musicians, composers, dancers, choreographers, filmmakers, and broadcasters. And here at home, Canadians spend more than twice as much each year attending live performances than attending all sporting events combined.

It's time to insert the language and the pride of Arts Nation into the public conversation. We want every kid in a dance, music or drama class, every talented young person who's passionate about the arts to be able to say, "Hey, I'm Canadian and we're really good at this!" We want them to own it, to feel good about it, to be inspired by it. We want to draw a direct line from the grass roots to the best of the best: the laureates we celebrate and honour with a Governor General's Performing Arts Award.

And who will lead the charge? We're putting out the call to all Canadians interested in the arts: members of the professional arts community, teachers and technicians, aspiring artists and students, arts audiences, supporters and patrons, the media, politicians and policymakers—well, you get the idea!

It's our not-so-modest ambition that by 2017, the 150th anniversary of Confederation, Canada will be branded as Arts Nation.

For more information, visit the Arts Nation page on our website: ggpaa.ca/arts-nation. Feel free to download the Arts Nation logo and display it proudly, and let us know where it is being seen!

We're also happy to add your logo to our *Arts Nation in the Universe* section and link back to your website: just email us at awards@ggpaa.ca.

We are Arts Nation, and we look forward to your participation!

