

Arts and culture

Increasing access to the arts and culture that enrich our lives. In 2010, we built on our award-winning *Making the Arts More Accessible* program by providing increased access to a wide range of cultural events, performances, concerts and visual attractions that might otherwise have been out of reach for less privileged families. During 2010, we provided more than \$3.4 million to arts and culture programs all across Canada.

culture days

CELEBRATING ARTS + CULTURE
FROM COAST TO COAST TO COAST

Sun
Life Financial
THE ART OF PARTNERSHIP



Photo: George Pimentel



Photo: Julien Kolt



Culture Days is a collaborative, national volunteer movement to raise the awareness, accessibility, participation and engagement of people from all regions of Canada in the artistic and cultural life of their communities.

Photo: Marie Burke



In September 2010, Culture Days was launched as an annual coast-to-coast-to-coast Canadian event, featuring thousands of free, hands-on, interactive activities. Visitors were invited “behind the scenes” to discover the real world of artists, creators, historians, architects, curators, and designers who live and work in their communities. In keeping with our belief that the arts should be accessible to all, Culture Days is an ideal example of our *Making the Arts More Accessible* program. Sun Life committed \$750,000 over three years to be the Presenting Sponsor of Culture Days, and help sustain and expand this unique cross-Canada cultural celebration, whose first year proved to be an overwhelming success.

CELEBRATING ARTS AND CULTURE FROM COAST TO COAST TO COAST

During two three-day weekends in September 2010, thousands of Canadians in more than 700 towns and cities across the country participated in the first annual Culture Days events.

- In Banff, Alberta, more than 1,600 people enjoyed behind-the-scenes tours and performances during Alberta Arts Days.
- In Winnipeg, Manitoba, 4,500 people attended the city’s first Nuit Blanche, in collaboration with the Winnipeg Art Gallery. Another 800 took part in the Royal Winnipeg Ballet’s Dance Downtown event.
- In Toronto, Ontario, more than 20,000 people came out for the kick-off celebration at Yonge-Dundas Square.
- In Montreal, Quebec, 600 visitors attended the Musée d’art contemporain de Montréal Homage to Paul-Emile Borduas.
- In Bear River, Nova Scotia, 3,000 people flocked into this small village (population less than 200) to participate in the Fall for Bear River Festival.

CANADA'S NATIONAL BALLET SCHOOL

Photo: Cylla von Tiedemann



Artistic Faculty Member Deborah Bowes in studio with students.

Established in 1959, Canada's National Ballet School is one of the world's foremost residential training institutions for aspiring young dancers and teachers. Each fall and winter, members of the school's artistic staff travel across the country, auditioning more than 1,000 young dancers hoping to fill only 50 available positions in the Professional Ballet program. To support this search for talent, in 2010 Sun Life donated \$50,000 as Presenting Sponsor of Canada's National Ballet School's National Audition Tour.

KITCHENER-WATERLOO SYMPHONY, ONTARIO

Photo: Sean M Puckett



Edwin Outwater, conducting the Kitchener-Waterloo Symphony.

Formed in 1945, the Kitchener-Waterloo Symphony is considered a musical treasure in its community. The orchestra of 52 professional musicians

performs almost 90 performances per season. Its repertoire ranges from early Baroque composer Monteverdi to original scores by Arcade Fire's Richard Reed Parry. The symphony's Music Director, Edwin Outwater, is a creative, dynamic, and engaging conductor whose innovative programming has earned him international acclaim. In 2010, Sun Life's support as Season Sponsor for the Kitchener-Waterloo Symphony exceeded \$70,000.

NATIONAL ARTS CENTRE

Photo: Fred Cattroll



Past participants from the NAC's Summer Music Institute.

The National Arts Centre (NAC), established as a Centennial project during the 1960s, has grown to become Canada's premier showcase for the performing arts. The NAC is committed to leadership and innovation in each of the performing fields in which it works: classical music, English theatre, French theatre, dance, variety and community programming.

An important outreach program of the NAC is the National Youth and Education Trust (NYET) – a fund that supports programs for young and emerging artists, provides opportunities for young audiences from all over Canada to experience the performing arts, and produces training resources and study materials for teachers.

During the past decade, the NYET has invested more than \$20 million to fund arts education across Canada.

In the 2009-2010 season, 245,000 young people participated in NYET programs. Sun Life has supported the NAC since 2003, and in 2010 we were pleased to become the Presenting Sponsor of the National Arts Centre Gala – a spectacular annual fundraising event in support of the NYET.

THE ROYAL ONTARIO MUSEUM, TORONTO, ONTARIO



The Royal Ontario Museum (ROM), opened in 1914, is Canada's largest museum of natural history and world cultures, presenting galleries of art, archeology and natural science exhibits from around the world. With the opening of the new galleries in the Michael Lee-Chin Crystal, the ROM now houses more than 40 galleries covering more than 214,000 square feet on four floors. The ROM is dedicated to ensuring that it is accessible to all visitors – not only physically, but financially as well. That is why a decade ago, the ROM instituted a program of Half Price Fridays, which offers half-price admission every Friday evening to the museum's permanent collections, special exhibitions and informative lectures, presentations and concerts. In 2010, Sun Life provided \$50,000 to sponsor this program, which benefits approximately 67,000 people each year.

**SHAW FESTIVAL,
NIAGARA-ON-THE-LAKE, ONTARIO**

Photo: David Cooper



Krista Colosimo as Jennifer Dubedat and Patrick Galligan as Sir Colenso Ridgeon in the Shaw Festival production of *The Doctor's Dilemma*.

The Shaw Festival produces and presents the work of Irish playwright and Nobel Prize laureate George Bernard Shaw and his contemporaries. Performing in four theatres in its home

town of Niagara-on-the-Lake, Ontario, the Shaw Festival attracts audiences made up of local theatre lovers and foreign visitors to this picturesque town.

Sun Life's financial commitment of \$70,000 (year one of a two-year commitment totalling \$140,000) funds the *Arts Accessibility Program*, which provides a range of discounted tickets for individuals, families, under-30s, students and seniors.

THE NATIONAL BALLET OF CANADA

The experience of classical ballet in all its beauty is often financially unattainable to many families. Thanks to The National Ballet of Canada's *Share the Magic* program, thousands of disadvantaged children and youth

have enjoyed access, at no cost, to spectacular performances by our internationally acclaimed ballet company. Sun Life's 2010 donation of \$25,000 enabled children and families in the Greater Toronto Area to attend the perennial Christmas favourite, *The Nutcracker*.



Photo: Bruce Zinger

Bridgett Zehr and Zdenek Konvalina in *The Nutcracker*.

SUN LIFE'S SPONSORSHIP OF SURTITLES™

Photo: Marc Lemyre



From left: Marie-Hélène Fontaine, Mélanie Beauchamp, Janick Hébert and Guy Mignault in the Théâtre français de Toronto production of *À toi, pour toujours, ta Marie-Lou*.

When audiences are able to understand the words of a performance, be they spoken or sung, the arts are made more accessible – and enjoyable – through improved comprehension of the stories. With Surtitles technology, English words are projected on a screen above the stage, allowing the audience to follow every word of a libretto or every line of dialogue. The Canadian Opera Company created and introduced SURTITLES in 1983. Since that time, many

Photo: Sam Garcia



Richard Margison as Calaf in Opera Lyra Ottawa's 2010 production of *Turandot*.

other opera and theatre companies have adopted the technology. In 2010, Sun Life provided funding for the Canadian Opera Company SURTITLES, as well as Surtitles for Opera Atelier, Opera Hamilton, Opera Lyra Ottawa, the Manitoba Opera, Opéra de Montréal and the Vancouver Opera. We also provided Surtitles funding for Saskatchewan's La Troupe du Jour and Théâtre français de Toronto, two French-language theatre companies

Photo: Bruce Zinger



Artists of Opera Atelier: Silver Anniversary image.

that have installed the technology for their anglophone audiences. Recently, at Théâtre français de Toronto, performances with English Surtitles have attracted approximately 60 per cent more attendees than performances presented only in French.

™ SURTITLES is a registered trademark of the Canadian Opera Company. Other opera or theatre companies mentioned above use the same technology, spelled as Surtitles or SurTitles.

Stratford Shakespeare Festival, Ontario

The Stratford Shakespeare Festival is the largest classical repertory theatre in North America. Founded in 1952 and acclaimed throughout the world, the Festival presents not only the works of the great William Shakespeare and other fabled writers of the past, but also 20th century masterpieces, musical theatre classics and contemporary Canadian drama. The Festival welcomes more than 500,000 visitors each season to its home community of Stratford, Ontario.

Photo: David Hou



Members of the company in the Stratford Shakespeare Festival's 2010 production of *As You Like It*.

SUN LIFE'S SUPPORT CONTINUES

For more than three decades, Sun Life has been proud to play a supporting role in some of the Festival's most acclaimed performances. In 2010 we contributed \$294,000 as Season Opening Production Sponsor of two Shakespeare classics (*As You Like It* in 2010 and *The Merry Wives of Windsor*, opening in 2011), as a Sponsor of the Festival's fundraising event, and to provide support for Des McNuff's *The Tempest* in HD (high definition).

BRINGING A MASTERPIECE TO A WIDER AUDIENCE – PART OF OUR MAKING THE ARTS MORE ACCESSIBLE PROGRAM

Photo: David Hou



From left: John Vickery as Antonio, Timothy D. Stickney as Sebastian, Julyana Soelistyo as Ariel and Peter Hutt as Alonso in *The Tempest*.

In 2010 we had the rare opportunity to serve as Production Sponsor of *The Tempest* in HD – a special initiative that brought the Stratford Shakespeare Festival's sold-out stage production of *The Tempest*, starring Canadian film and stage icon Christopher Plummer, to Cineplex cinemas in 65 communities across Canada. This presentation of *The Tempest* in cinemas vastly expanded accessibility to the arts by enabling thousands of Canadians to experience this exceptional production in their own communities. Early in 2011, the cinema version of *The Tempest* will be shown nationally on the Bravo! television network and will also be used as an educational tool in 810 schools across Canada.

THEATRE AQUARIUS, HAMILTON, ONTARIO



Through our *Making the Arts More Accessible* program, Sun Life works with performing arts companies of all sizes and in many locations across Canada, to enable more individuals and families to attend and enjoy live theatre. One of the organizations we support is Theatre Aquarius in Hamilton, Ontario. Now in its 38th season, Theatre Aquarius is dedicated to making a contribution to the region's quality of life by presenting outstanding stage performances to more than 130,000 theatre lovers every year. Our 2010 donation of \$20,000 supports the theatre's *Pay-What-You-Can* Program. For the first performance of each production, every seat in the 750-seat theatre is available for whatever the visitor can pay.

Other community support

In addition to the arts and culture stories featured in this section of our report, we also supported many other events, concerts and festivals in communities all across Canada, including:

- the Montreal Youth Spirit Concert Series;
- the UpTown Waterloo Jazz Festival;
- the Waterloo Busker Carnival;
- the Vancouver Chamber Choir; and
- the Vancouver International Children's Festival.