



31ST ANNUAL BUSINESS FOR THE ARTS AWARDS IS SOLD-OUT ART GALLERY OF ONTARIO - OCTOBER 29, 2009

FOR IMMEDIATE RELEASE, Toronto, ON – October 1, 2009

Business for the Arts announced today that the 31st Annual Business for the Arts Awards Gala will be a sold out event with 300 leaders from the arts and business community planning to converge at the Art Gallery of Ontario (AGO) to celebrate outstanding business visionaries in support of the arts for the thirty-year strong annual black-tie affair.

The Awards Gala evening will feature performances by Simone Osborne, the latest rising star soprano with the Canadian Opera Company's Ensemble Studio program and a musical performance by Royal Conservatory of Music's prodigy pianist Alex Seredenko who will be collaborating with electric violinist Dr. Draw for an unforgettable duet. A special tribute will be made to this year's Bovey Award winner, A. Charles Baillie, with a poetry reading by one of Soulpepper's founding members, Nancy Palk. The Awards Gala will be followed by The Arnold Party, the official after party of the Business for the Arts Awards, in the AGO's Walker Court – for more information go to businessforthearts.org and click on The Arnold Party.

2009 Business for the Arts Award winners...

A. Charles Baillie, retired Chairman and CEO of TD Bank Financial, will be presented with the prestigious **Edmund C. Bovey Award**, for his decades-long commitment to the Arts in Canada. The award comes with a \$20K prize to be given to the arts organization of his choice.

Marcello Cabezas, founder and culture producer at macIdeas, a young professional from Toronto, will receive the **Arnold Edinborough Award** for his outstanding volunteerism in the Arts. Marcello will be given an artwork by an emerging artist, along with a prize of \$5K to be given to the arts organization of his choice.

Six companies will be honoured with the **Globe and Mail Business for the Arts Awards:**
Most Effective Corporate Program Award: **TELUS**
Best Entrepreneurial Partnership Award: **Raymond James**
Most Innovative Marketing Sponsorship Award: **Xstrata Nickel**

Awards of Distinction will be given to **RBC, Canadian North Airlines, Quality Inn Près-du-lac.**

VIP Media Opportunity:

October 29, 2009 - 5 PM at the AGO, 317 Dundas Street W, Toronto ON

VIP guests and award winners will be enjoy a reception before the Gala evening commences in the AGO's Members Lounge. Media will have an opportunity to interview winners and take photographs. **Media may RSVP to the media contact at Business for the Arts before the event.**



About Business for the Arts

Formed in 1974, Business for the Arts (BftA) is a national non-profit business association dedicated to increasing the quantity and quality of partnerships between Business and the Arts through a cohesive set of programs that foster and promote business leadership in the Arts, facilitate funding relationships and connect business volunteers to the Arts. BftA is committed to enhancing the quality of life in Canadian communities by increasing private sector support of the arts. For more information, visit businessforthearts.org.

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