

artsREACH

Supported by the Arts Umbrella Provincial Outreach Program

Media Release

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Capital Region Children to Benefit from New Arts Outreach Project

Victoria, BC - The Octa Collective Society (Octa) has officially launched the artsREACH project in Victoria.

artsREACH's mandate is to deliver high-quality visual and performing arts training to young people in the Capital Region, regardless of their financial means. To reach children who would benefit the most from this mandate, free drawing, painting and theatre workshops are delivered by professional artists and actors in public elementary schools, focusing on schools with a high population of children from low-income families.

"Through artsREACH, Octa is committed to helping children develop creativity, independent thinking, talent and personal growth", said Marilyn Sing, Board President of the Octa Collective. "By nurturing and engaging them in the arts, we can enhance each child's well-being and take positive steps towards ensuring that these children develop the employability skills needed to become leading contributors and supporters in our community's future."

"Arts Umbrella is delighted to be a partner in the artsREACH project; this was made possible through the support of the Province of British Columbia and TELUS, who created an opportunity for Arts Umbrella to take its Outreach programming further afield," said Lucille Pacey, Executive Director of Arts Umbrella. "Based on our commitment to providing instructor training, workshop curriculum built on our core curriculum and overall mentoring to Octa, combined with our success in the Lower Mainland with the Alcan Outreach Program, we expect artsREACH will be successful in truly making a difference to children in the Capital Region."

A registered not-for-profit society, the Octa Collective's goal is to raise enough funds to deliver 55 workshops in the first half of 2006 and deliver 100 workshops in the 2006/07 school year. Funds are raised through grants, private donations, sponsorships and fundraising events.

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