



MEDIA RELEASE

April 28 2023

\$10,000 OTF Grant Helps Local Artists Stay Virtual

Mississauga – On Friday April 28th, Arts on the Credit (AOTC) celebrated a \$10,000 Resilient Communities Fund grant received from the Ontario Trillium Foundation in June 2022. The grant is assisting with the expenses involved in maintaining online communications as they recover from the COVID pandemic. As the usual in person avenues had reduced capacity, AOTC needed to find alternate ways to reach out to both artists and clients and maintain the new virtual methods to promote the artists and interact with the public.

“Non-profit organizations like Arts on the Credit are a crucial and valued part of our community, and they were severely impacted by the COVID-19 pandemic,” said Rudy Cuzzetto, MPP for Mississauga–Lakeshore. “While there is still a long road ahead, funding through the Resilient Communities Fund will help ensure that local artists have the support and opportunities they need to develop, showcase, and promote important new artwork, both in person and online, now and well into the future.”

AOTC was able to hire a social media promoter to continue to grow our social media presence and promote the artists. Our virtual gallery platform put in place at the beginning of the pandemic has proven to be successful. AOTC was able to host a monthly exhibit in this gallery, each month including an opening night event when the public could attend. The artist(s) involved in the exhibit would guide the guests through the show and interact with the attendees. The OTF grant allowed AOTC to work with an exhibit coordinator to install a new exhibit each month. She also edited each recorded exhibit tour which was shared on our YouTube channel and posted on our website.

“The OTF grant allowed for all these measures to retain and enhance communication with the artists and our audience,” said Marie Payne, founder of Arts on the Credit. “AOTC has been able to continue to grow our virtual audience since working online, but also encourage our in person audience to return.”

Arts on the Credit is a non-profit organization advocating for, promoting and mentoring local artists with high-end juried shows, workshops, virtual events and community initiatives. AOTC is celebrated their tenth anniversary in 2022 and are excited to be able to host both virtual and in person shows in 2022-23. More information is available on our website www.artsonthecredit.ca

The Ontario Trillium Foundation (OTF), an agency of the Government of Ontario, and one of Canada’s leading granting foundations celebrates 40 years of grant-making in

Ontario and making a lasting impact in communities. Last year, OTF invested over \$110M into 1,022 community projects and partnerships. Visit otf.ca to learn more.

Media Contact:

Elysia Prokopetz, president

Marie Payne, founder

Arts on the Credit

416-333-2185

contact@artsonthecredit.ca