

For immediate release

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Additional Funding for Music and Craft

Creative Saskatchewan is excited to announce support for professional development and marketing opportunities for the province's music and craft industries.

Creative Saskatchewan already provides operational support to SaskMusic and the Saskatchewan Craft Council (SCC). In addition to operational funding, the agencies are able to access Creative Saskatchewan's grant programs to fund activities they offer for their members.

In addition to operational funding, for SaskMusic the monies will support a variety of activities including:

- Professional development programs for members for skills such as 'Writing a Killer Marketing Plan' and 'Managing Your Career in the Music Industry'
- Multiple marketing and showcase opportunities for Saskatchewan artists such as; Reeperbahn music festival in Germany, the JUNOs, the Canadian Country Music Awards, and Canada Music Week

"We are grateful for the approval of these funding requests," says Mike Dawson, Executive Director of SaskMusic. "Creative Saskatchewan's funding allows us to support our members by providing musicians and industry professional with market and educational opportunities they may have difficulty accessing otherwise."

For SCC, this funding will support their core operational activities as well as their Wholesale Marketing Program. The Wholesale Marketing Program supports selected candidates through a series of workshops to be delivered to determine the artists' capacity to deliver products and represent themselves at market.

"Creative Saskatchewan's funding is key to our organization's success," Says Carmen Milenkovic, Executive Director of Saskatchewan Craft Council. "Their funds are used not only for our operations, but also to ensure we are able to aid our members with development and market access opportunities."

"We are happy to be able to provide this funding to these agencies," says JP Ellson, CEO of Creative Saskatchewan. "We know how dedicated they are to supporting and strengthening the skills of their sector's creative producers, who will be the ultimate beneficiaries of these funds."

This additional funding will directly benefit the province's creative producers of music and craft.

Creative Saskatchewan provides core funding to its six creative industry associations; SaskMusic, Saskatchewan Craft Council, Saskatchewan Media Production Industry Association, Saskatchewan Interactive Media Association, SaskGalleries, and SaskBooks. Each agency uses this funding to provide ongoing supports and services for their members.

For more information about Creative Saskatchewan's programs please visit www.creativesask.ca

Creative Saskatchewan's Investment Fund provides support for market ready creative products from creative industries in the areas of book publishing, live performing arts, music, screen-based media, and visual art and craft. Information about Creative Saskatchewan's grant programs and application processes can be found at www.creativesask.ca

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