



News Release

September 9, 2011

Scotiabank Nuit Blanche 2011 made possible through partnerships

From sunset on Saturday, October 1, to sunrise on Sunday, October 2, 2011, Scotiabank Nuit Blanche will transform the streets of Toronto with a spectacular display of more than 130 projects created by over 500 artists. This all-night celebration of contemporary art is made possible through the generous support of the following corporate sponsors:

Scotiabank

Scotiabank has been the title sponsor since the event's inception in 2006. Scotiabank's ongoing support for the event demonstrates its commitment and dedication to arts and culture in Toronto. Along with their generous financial support, Scotiabank annually develops a number of special projects and initiatives to enhance the event experience.

"We're thrilled to continue to play a part in the six-year fall tradition of Scotiabank Nuit Blanche, and at this year's event Scotia Plaza will feature FLUXe, an incredible immersive art experience, that engages spectators in a participatory environment," said Duncan Hannay, Scotiabank Senior Vice-President, Marketing. "We invite all-night art revelers to visit Scotia Plaza and create illuminated designs on a large LED screen with the touch of their fingers."

FLUXe is a 100' x 33' LED interactive digital art installation that will be located at Scotia Plaza and will invite strangers to collaborate in an imaginative way, transforming the urban backdrop of Scotiabank with inspired creativity using their mobile devices, or tablets supplied onsite. For full details on FLUXe visit <http://www.scotiabanknuitblanche.ca/scotiabankFluxe.shtml>

Scotiabank has once again developed the event's free Night Navigator App which is now available for iPhone and BlackBerry users. The App is the ultimate navigational tool utilizing GPS to help users get around the event, find projects and TTC transportation details. App download instructions can be found on the event's website at <http://www.scotiabanknuitblanche.ca/connect.shtml>.

Finally, Scotiabank's will work with Arts for Children & Youth (AFCY) to raise funds and awareness for the charity during the event. Located in Zone A and B, AFCY will engage the public with interactive dance and art performances. Donation bins will be set-up for voluntary contribution and SCENE movie popcorn will be available on-site, with all proceeds benefiting AFCY.

This year's official zone sponsors are Timothy's World Coffee, the Toronto Eaton Centre and Chevrolet. Philips is a programming partner. Along with generous financial support for the overall event, each of these sponsors has provided enhanced funding for a special art project. For details on these sponsor projects visit <http://www.scotiabanknuitblanche.ca/sponsorArtProjects.shtml>.

Timothy's World Coffee

As the official Zone A sponsor, Timothy's has provided support for "True Patriot Love" by artist Chrysanne Stathacos. Timothy's will also invite the public to visit a Timothy's World Coffee booth in Zone A and B for a free sample.

"Journey through a night of discovery with Timothy's World Coffee, proud sponsor of Scotiabank's Nuit Blanche," said Tracey Noakes, Senior Brand Manager, Timothy's World Coffee. "Your senses will be your guide as you explore the world of contemporary art and experience the world of coffee, together, in one inspirational night."

Toronto Eaton Centre

As the official Zone B sponsor The Toronto Eaton Centre will unveil their new public art installation, *Slipstream, 2011* by United Visual Artists during this year's event.

"The Toronto Eaton Centre Management Team is proud to sponsor the 2011 Scotiabank Nuit Blanche. Nuit Blanche has become a cultural event that draws thousands to the City of Toronto each year, driving tourists and locals to the sights and sounds that Toronto has to offer. We are proud to support all the artists involved and celebrate contemporary art in such a unique, accessible and engaging manner." Susan Allen, General Manager, Toronto Eaton Centre.

General Motors of Canada Limited

As the official Zone C sponsor, General Motors of Canada Limited funded the development of two art projects *Cardiac Combustion Chamber, 2011* & *on the cusp of aggression, enthusiasm, defense and support, 2011* by artist Camilla Singh.

"Scotiabank Nuit Blanche is an opportunity for people to experience a memorable automotive transformation with the most unique driving experience ever offered on Toronto streets. We're looking forward to a great evening of bold expression with two of our newest vehicles, the Chevrolet Sonic small car and the award-winning Chevrolet Volt." Rob Assimakopolous, General Director Marketing, General Motors of Canada Limited.

Philips

As part of their contribution to the 2011 event, Philips has funded *New Dawn Fades, 2011*, Michal Maciej Bartosik.

"As a world leader in healthcare, lifestyle and lighting that is focused on improving people's lives through timely and sustainable innovations, Philips is extremely proud to be involved in this celebration of creativity and community" says Santina Giuliano, Communications Manager, Philips. "We are thrilled to support this special night of innovation in Toronto once again"

Funding from the Province of Ontario, through Celebrate Ontario and Ontario Tourism Marketing Partnership Corporation (OTMPC), as well as from Tourism Toronto, allow for enhancement of monumental projects and promotion of the event to tourists.

“Scotiabank Nuit Blanche has become one of Toronto's most exciting annual happenings and a centre point for the city's renewed sense of creativity and pride in our artists. It's also a heck of a party and showcases Toronto's individuality and energy to over a million residents and visitors each year.” David Whitaker, President and CEO of Tourism Toronto.

The City of Toronto would also like to thank the event's hotel and transportation partners, Toronto Marriott Bloor Yorkville, Courtyard by Marriott Downtown Toronto, Toronto Marriott Downtown Eaton Centre, Renaissance Toronto Downtown Hotel and VIA Rail Canada and media sponsors Citytv, Toronto Star, NOW Magazine 104.5 CHUM FM, Virgin Radio, Boom 97.3, Metro and OMNI Television.

Scotiabank Nuit Blanche is Toronto's annual all-night celebration of contemporary art, produced by the City of Toronto in collaboration with Toronto's arts community. Since 2006, the event has featured more than 600 official art installations created by nearly 2,500 artists and has generated more than \$70 million in economic impact for Toronto. Complete program available at <http://scotiabanknuitblanche.ca/>

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic program, 'Bright Future.' Recognized as a leader internationally and among Canadian corporations for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$44 million annually to community causes around the world over the last five years. Visit us at www.scotiabank.com.

Toronto is Canada's largest city and sixth largest government, and home to a diverse population of about 2.6 million people. Toronto's government is dedicated to delivering customer service excellence, creating a transparent and accountable government, reducing the size and cost of government and building a transportation city. For information on non-emergency City services and programs, Toronto residents, businesses and visitors can dial 311, 24 hours a day, 7 days a week.

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