



NIA CENTRE LAUNCHES SOCIAL MEDIA CAMPAIGN TO CELEBRATE TORONTO CARIBBEAN CARNIVAL'S 50th YEAR

Reflecting on the Arts, History, Community, and Traditions of Caribbean Carnival

TORONTO, ONT (June 2017) – Beginning on June 1st and continuing until the first weekend in August (Simcoe Day long weekend in Toronto), Nia Centre for the Arts will be honouring the history of Toronto's Caribbean Carnival with an online campaign. This social media initiative will present 50 facts about the artistic, historical, and cultural elements of carnival, while also specifically recognizing the 50 years that the celebration has been in the city.

Nia Centre launched a *Carnival Arts* program this year to coincide with the 50th anniversary of Toronto's Caribbean Carnival—in 1967, members of Toronto's Caribbean community created the festival to share the culture with the city for Canada's centennial, and also to support the fundraising of a Caribbean community centre. In recognition of the elaborate street festival (then known as "Caribana"), Nia has implemented the *Carnival Arts* program to pay homage to this original vision.

The program is currently producing a costume collection for participation in this year's parade with the Venom Carnival masquerade band. Partial proceeds from the sale of the "Bombax" costume—created through a partnership with SugaCayne Designs—will support Nia Centre's youth arts and culture programming.

Online, the campaign will feature facts about carnival music, international events, traditions, themes of emancipation, community, commerce, and competition: the eclectic spectrum of *Carnival Arts*.

The social media campaign will take place on Nia Centre's Instagram and Twitter accounts @NiaCentre, as well as their Facebook page: Nia Centre for the Arts. To purchase the Bombax costume and contribute to the Nia Centre's first fundraising initiative of the year, please visit www.niacentre.org/carnival-shop.

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