
NEWS RELEASE

For Immediate Release
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Ministry of Jobs, Tourism and Skills Training
and Responsible for Labour

B.C. celebrates Creative Industries Week with \$1.2 million for music company development

VICTORIA – Today the Province of British Columbia marked the official proclamation of Creative Industries Week with the announcement of \$1.2 million for the Music Company Development program as part of the BC Music Fund.

Funding from the BC Music Fund will be used to further develop the capacity of B.C.'s music companies, through business development activities such as the researching and testing of new products and revenue streams, improvements to business processes, skills training and talent scouting.

Shirley Bond, Minister of Jobs, Tourism, and Skills Training and Minister Responsible for Labour was joined by representatives from Creative BC as well as sector representatives in the Legislature, mobilizing the message 'BC Creates' and officially declaring Feb. 27 to March 5 as Creative Industries Week. This year's theme, 'The Next Generation of Talent', was chosen to recognize the success of new and emerging talent in the various sectors, while encouraging young people to consider a career in the creative economy.

As part of the celebrations, guests were invited to tour the creative-industries showcase, featuring interactive displays including a virtual-reality green screen and digital-media station, visual effects demonstration and short-film presentation. Guests were also treated to a musical performance by Vancouver-based artist and BC Music Fund recipient, Said The Whale.

Other events during Creative Industries Week include the BC Creates Community Builders Award Reception in Vancouver on March 1 and the Motion Picture Production Industry Association (MPPIA) Career Expo on March 3 from 10 am 4 pm at the old Canada Post Building in Vancouver. The week will wrap up with Digital Days 'The Future is Now' showcase on March 4 at the Anvil Centre in New Westminster.

The creative industries are a major contributor to the province's economy and job creation, responsible for more than 85,000 quality jobs, and contributing over \$4 billion to the provincial GDP. The creative economy is also one of the most rapidly growing sectors of the global economy, and is a major generator of investment and export earnings, while supporting vibrant communities.

The Province will continue to support B.C.'s creative industry through BC Creates, a communications initiative started in 2015 to celebrate and create awareness of British Columbia's growing creative industries. As well, Creative BC, a not-for-profit agency, was created in 2013 by the Province of British Columbia to support and promote B.C.'s dynamic creative sector at home and in the global marketplace.

Quotes:

Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour –

“B.C. has become a hub for creation and innovation and we are truly proud of the talented workforce B.C.’s creative industries generate. B.C.’s music, film, television, digital entertainment and publishing industries are job creators, and a critical component of our BC Jobs Plan, contributing to our diverse, strong and growing economy.”

Peter Fassbender, Minister of Community, Sport and Cultural Development –

“Creative Industries Week is an opportunity to highlight our many creative professionals whose work enriches our communities, a key area of focus in our Creative Economy Strategy. Through this Strategy, our government is supporting arts and culture and the next generation of talent, which in turn attracts investment, fosters innovation and creates jobs for British Columbians.”

Liz Shorten, vice president, CMPA-BC on behalf of the ‘BC Creates’ Advisory Committee –

“We’re very pleased to join with Minister Bond and all partners in government to highlight the scope of B.C.’s creative sector during Creative Industries Week. Together, we’re telling the story that reveals the impact of our talent driven economic engine. With our continued collaboration, this province has exciting potential for many generations of British Columbians to come.”

Prem Gill, CEO of Creative BC –

“Creative Industries Week is a direct reflection of successful collaboration between government, industry and B.C.’s creators and creative entrepreneurs. Through commitment and investment by all parties, our shared vision of a united and globally competitive creative economy has become a reality. This week we shine the spotlight on one of this province’s most diverse, distinctive and exciting sectors.”

Learn More:

BC Creates – www.bccreates.com

Creative BC – www.creativebc.com

Creative Economy Strategy: <http://ow.ly/L5DQ309iZ2w>

Backgrounder on Sound Recording Program recipients follows.

Media Contact:

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BACKGROUND

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A sample of Sound Recording Program funding recipients include:

- Carmanah
- Funk Hunters
- Said The Whale
- Frazey Ford
- Rococode
- Desi Sub Culture
- Little T
- Mother Mother
- Khari Wendall McLelland
- Buckman Coe
- Maya Rae
- POMO
- Warren Dean Flandez
- Wolf Parade
- Zolas
- Devin Garret Townsend
- Belle Game
- Maureen Washington
- Jesse Roper
- Current Swell

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