



CULTURAL HOTSPOT 2018

CENTRE/NORTH SCARBOROUGH - THIS SPOT IS HOT!

May through October the Cultural Hotspot shines a spotlight on arts, culture and community in diverse neighbourhoods, inspiring new ideas about where culture thrives in Toronto. In 2018 the Cultural Hotspot celebrates centre/north Scarborough an area bordered by Steeles Avenue to the north, Lawrence Avenue to the south, Victoria Park Avenue to the west and the Toronto border to the east.

ARTISTS, ARTS ORGANIZATIONS, RESIDENTS, COMMUNITY GROUPS, AND BUSINESSES - HERE'S HOW YOU CAN GET INVOLVED!

- **CREATE A COMMUNITY ARTS PROJECT:** Have an idea for a project that engages arts and community in your neighbourhood? Tell us about it and we'll direct you to funding opportunities and partnership to make it happen!
- **SHARE YOUR COMMUNITY EVENTS, FESTIVALS OR GATHERINGS:** Have an existing project or event? Post your information to our on-line events calendar for free and far-reaching publicity. Events will be included in the Program Guide, with over 10,000 copies circulated across the city from May through October. Our citywide marketing campaign will drive people to the Hotspot's event listings.
- **SHOWCASE YOUR RESTAURANT THROUGH HOT EATS:** Have a great restaurant? Sign up to our HOT Eats program, which runs July and August 2018. By contributing a \$25 or \$50 gift certificate your establishment will be promoted through the popular online contest, run in partnership with the Scarborough Mirror, as well as through print ads, and the centre/north Scarborough Cultural Loops Guide.
- **VOLUNTEER AT HOTSPOT EVENTS AND PROGRAMS!**
We would be happy to have you involved. Call us to find out how.

THE CULTURAL HOTSPOT:



CELEBRATES

local culture, heritage, creativity, business and community with special events, festivals and art happenings, building community pride.



CONNECTS

the Hotspot community, promotes new partnerships and shares this exciting area with all of Toronto through community gatherings, events, and outreach and media campaigns.



GROWS

creative capacity in the area with workshops, courses, youth employment and mentorship, and legacy projects like the Cultural Loops Guide.

EXPLORE MORE OUTSIDE THE CORE:

- **FOLLOW US** on Facebook, Twitter and Instagram!
- **PICK UP A PROGRAM GUIDE** to find Cultural Hotspot events near you.
- **GET A CULTURAL LOOPS GUIDE** showcasing centre/north Scarborough with hundreds of cultural, artistic, historic, environmental, and gastronomical gems, guided tours and fun facts, inviting visitors and locals to explore.

FOR MORE INFORMATION CONTACT:

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[TORONTO.CA/CULTURALHOTSPOT](https://toronto.ca/culturalhotspot)