

HELP MAKE YALETOWN SHINE!

November 23, 2009



A community-building project to support local artists to inspire creativity, spark collaborations and elevate Vancouver's artistic and cultural presence in the world.

Yaletown BIA is showing support for I ♥ VAN ART Artists by giving them the chance showcase their talents in front of world audiences during the 2010 Olympics.

We would like to invite you to be part of making Yaletown shine with artistic light during the Olympics. With the help of Yaletown BIA, we, Dianna David and Charity Zapanta have started a community-building project called **I ♥ VAN ART** ("I Heart VAN ART") that is giving people the chance to show their love and support for the amazing arts and culture community of Vancouver. Performers, volunteers and partners are joining this movement to uphold and celebrate the value of Arts in our city.

We plan to fill the streets of Yaletown with live entertainment and arts during the Olympics in order to drive traffic to area between the two VANOC sites – Live Site Yaletown (David Lam Park) and Live Site Downtown (Beatty and Georgia). The goal of **I ♥ VAN ART** is to attract and showcase as many local artists as possible to take part of the once-in-a-lifetime opportunity to showcase their talents to Olympic visitors from all around the world. Yaletown will be the only area of the city to stage local arts performances

You can become a part of this exciting opportunity as either a participating artist, an event volunteer or even an art sponsor. We are focusing on having Yaletown become recognized as being one of the only areas in the city to showcase ONLY LOCAL VANCOUVER TALENT during the Olympics. We want Yaletown to be the place for visitors and residents to go to have a true Vancouver experience – eclectic business, fabulous food, vibrant art and world-class entertainment

Enclosed is the Call for Submission Poster. We encourage you to forward this to everyone in your networks. The more people we get involved, the more **YALETOWN WILL SHINE!**

For any questions or concerns please email sharethelove@iheartvanart.com or feel free to contact us anytime: Dianna David (604)780-4363 or Charity Zapanta (604) 644-2417. You may also contact Gary Foreman at the Yaletown BIA as well.

Thank you for time and support.

Sincerely,

Dianna David
Co-Founder

Charity Zapanta
Co-Founder

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yaletown



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