



MEDIA RELEASE

Friday, September 8, 2017

FOR IMMEDIATE RELEASE

Registration open for *Artrepreneur* session

(Barrie, ON) The City of Barrie, in partnership with Georgian College's Henry Bernick Entrepreneurship Centre, the York Region Arts Council, the Small Business Centre and Entrepreneur Artists Resource Network, is bringing *Artrepreneur* back to Barrie for a third session. *Artrepreneur* is a program designed to equip independent artists, arts administrators and creative entrepreneurs with vital business skills needed for success across all arts disciplines and industries.

The program will run weekly sessions at Georgian College, 1 Georgian Drive from November 14, 2017 to February 27, 2018. The deadline for applications is Monday, September 25, 2017.

Artrepreneur Barrie is comprised of weekly classes, assignments, mentorships and a final presentation and expo over a 14-week period. It primarily serves Barrie and Simcoe County based artists, arts groups and arts businesses working in all creative disciplines such as, though not limited to, visual arts, dance, theatre, film, music, jewelry, fashion, graphic design, gaming and augmented reality. Sessions are hands-on and will range in format from lectures to peer-to-peer workshops.

Throughout the program, faculty will guide participants in the step-by-step development of a business plan by providing them with templates, learning modules and actionable assignments. By the end of the program, participants will have a complete business plan and the opportunity to present their work in front of industry leaders, invited guests and the public. Upon successful completion, participants will also be awarded a certificate endorsed by all program partners.

An information session will be held on Monday, September 11 from 6 - 8 p.m. at City Hall (Huron Room A). For more information on the program, or to apply online visit, www.barrie.ca/Artrepreneur.

The program was created by the York Region Arts Council and piloted in Richmond Hill in 2015. Barrie's program has been running since January 2016 and has had over 40 graduates.

Note to media: Participants of previous *Artrepreneur* programs can be available to speak to media by request.

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