



FOR IMMEDIATE RELEASE

November 20, 2015

Guelph Dance Launches Indiegogo Crowdfunding Project

Guelph, ON (November 20, 2015) – Guelph Dance has launched a fundraising initiative through Indiegogo, an online, global crowdfunding platform. The organization seeks to raise \$4,000 to support its newest project, an expansion of its wildly popular, pay-what-you-can, **In the Park** series, which takes place every year during the Guelph Dance Festival. Contributions can be made by going to www.guelphdance.ca and clicking on the Indiegogo link.

In the Park brings the best of Canadian professional contemporary dance to the great outdoors. For the past 10 years, those performances have taken place at Exhibition Park. In 2016, Guelph Dance plans to add a second park location in order to bring dance to even more people in Guelph.

"I'm thrilled about the possibility!" Festival Artistic Director Catrina von Radecki said. "We have been working towards this expansion for some time, and we believe that with the success of this Indiegogo campaign, it will come to fruition."

Crowdfunding is an exciting way to raise funds for new projects. All kinds of people – not just traditional philanthropists – are able to give any amount quickly and easily online. Guelph Dance is inviting 400 people to each give just \$10 in order to reach its goal of \$4,000 raised by December 15. Once the funds are raised, Guelph Dance will be able to fully implement its In the Park expansion. The annual Dance Festival takes place June 2-5, 2016.

For more information, visit www.guelphdance.ca.

About Guelph Dance

Established in 1998, Guelph Dance is a nationally recognized leader in contemporary dance, offering a platform for professional, new-generation, and youth dance artists to share their vision, push creative boundaries, and engage community audiences.

Guelph Dance gratefully acknowledges the support of its funders: the Department of Canadian Heritage, the Canada Council for the Arts, the Ontario Arts Council, the Ontario Trillium Foundation, and the City of Guelph.

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