

Supporting arts and culture

Bell is proud to continue a long tradition of supporting Canadian arts, culture and working with a variety of partners to enrich the communities we serve, through the encouragement of creative expression. These initiatives range from a full roster of activities and festivals around the country to transforming utility boxes into art.

Partnering with culture across Québec

Bell supports several major festivals in Québec, many of them in regions outside the major urban centers. In 2021, these cultural celebrations were modified because of COVID-19 restrictions and Bell adapted its support and leveraged its platforms to increase their visibility.

Promoting Rouge and Énergie throughout the summer helped raise awareness on these celebrations and the quality of their cultural programming, throughout Québec. Bell also webcast live performances by Québec artists from these festivals.

Bell is a long-time partner of many events that make Québec vibrant, and has maintained these alliances in 2021, in particular with: the FestiVoix de Trois-Rivières, the Festif! de Baie St-Paul, the Fête du Lac des Nations, the Festival d'humour de l'Abitibi-Témiscamingue, the Festirame d'Alma and the Festival d'humour de Gatineau.



Credit Photo : Caroline Perron

Celebrating National Indigenous Peoples Day in Canada's North

In Yukon, Northwestel has a longstanding partnership with the Kwanlin Dün Cultural Centre (KDCC), to celebrate the rich, diverse cultures and heritage of the North's Indigenous peoples. For National Indigenous Peoples Day in 2021, the annual Northwestel Solstice Feast was again adapted to an innovative drive-through format. Northwestel and KDCC team members safely distributed more than 2000 pieces of locally made bannock to community members who attended the event in their vehicles. Participants also received beautifully designed "Raven planting the Seeds" shirts designed by inland Tlingit Artist, Megan Jensen.

Northwestel Community TV also partnered with KDCC to feature three short films in honor of Indigenous peoples' vibrant cultures, strong traditions and resilient communities.



National Day for Truth and Reconciliation

2021 marked the first National Day for Truth and Reconciliation. Northwestel honours residential school survivors and families and commemorates those who lost their lives.

For Orange Shirt Day, Northwestel commissioned a design by Tłı̨ch̓ artist Sarah Erasmus and Indigenous translators from all three territories. Written in 18 northern languages, the Every Child Matters orange shirt that we shared with our employees is a step in remembering and honouring every child that went through the residential school system.



Northwestel is committed to fulfilling Truth and Reconciliation Calls to Action for Canadian businesses, and continues to increase Indigenous employment and educate our employees on Indigenous history and culture. Northwestel is thankful for the partnerships formed with many First Nations and Inuit leaders and organizations. Meaningful community engagement and consultation for all major investments and initiatives in the North is a priority, as in our Every Community Project to deliver equitable high-speed internet access across the north.

Transforming Bell boxes into works of art

The Bell Box Murals Project is an innovative collaboration between community arts organizations, local artists, resident associations and local governments. The project helps to reduce vandalism and replace graffiti with original works of art, enriching the streetscape of neighborhoods and providing opportunities for artists in the community to express their talent. The Bell Box Murals project has supported the creation of more than 450 murals in multiple Southern Ontario and Québec communities, transforming our public infrastructure into neighborhood cultural asset.



Bell Media supports cultural events

Community is a cornerstone of Bell Media's business. Our local properties highlight the rich cultural events within the communities we live and work in, while our national programming ties Canadian communities together.

imagineNATIVE Film & Media Arts Festival

Based in Toronto, this festival is the world's largest presenter of Indigenous screen content. Bell Media is pleased to partner with imagineNATIVE through the benefits portfolio, to help them promote and celebrate Indigenous art and create a greater understanding of Indigenous Peoples, cultures and artistic expressions.

- The 2021 Reelworld Film Festival highlights storytelling that portrays non-stereotypical images of racially diverse people. Bell Media is the founding partner of Reelworld's Producer Program, aimed at identifying and nurturing emerging Canadian producers who are Black, Indigenous and People of Color to increase representation in all areas of Canadian television
- The Toronto Reel Asian International Film Festival took place virtually and showcased films and videos by Asian-identifying artists from Canada and around the world. Crave is proud to sponsor the festival and highlight Asian storytelling by creating the [Reel Asian Picks Collection](#), which was available on Crave

Rencontres internationales du documentaire de Montréal (RIDM)

The Rencontres Internationales du Documentaire de Montréal (RIDM) is one of the most important documentary film festivals in North America. Each year, the RIDM presents more than 150 Canadian and international documentaries and offers, with the RIDM Forum, a documentary market unique to Québec. Canal D is a main sponsor of the event, promoting the original documentaries, providing media coverage and also presenting the premiere of the original documentary.

Osheaga

The Osheaga Arts and Music festival was reimagined and brought to life in two parts for 2021. Osheaga Through the Ages was a live public event in downtown Montréal that included an art and photo exhibit, musical performances and a fashion show. The objectives of the Avantages Tangibles – Spotlight Series' musical performances have helped develop the talent and skills of emerging artists.

NMC Rough Cuts

This program provides free access to NMC's famed recording environment for four Western Canadian musicians. Each artist will produce a new single of original music, create an in-studio music video and will be the subject of a podcast-style interview hosted by Graham Lessard. All content will be distributed on various channels in order to reach new online audiences. Applications were selected in accordance with NMC program values related to quality, diversity of genre, region, representation and gender-identification to ensure a diverse array of artists and content.

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