



**KITCHENER - WATERLOO  
ART GALLERY**

101 Queen Street North  
Kitchener, Ontario, N2H 6P7  
519 579 5860 [www.kwag.ca](http://www.kwag.ca)

FOR IMMEDIATE RELEASE  
August 3, 2011

**KW|AG and KPL Reach Out with \$95,000 in Funding from Trillium**

Kitchener, Ontario August 2011 - The Kitchener-Waterloo Art Gallery and the Kitchener Public Library will be reaching out to new audiences, thanks to \$95,000 in funding, over an 18-month period, from the Ontario Trillium Foundation. The award was announced at the Gallery on Tuesday August 2 by John Milloy, Minister of Training, Colleges and Universities and MPP for Kitchener Centre. The grant will assist KW|AG and KPL in exploring joint programming opportunities geared to reaching new segments of the community, to enhance literacy skills, including visual literacy, share programming and marketing resources and help animate Kitchener's Civic District where both organizations are located.

"Through this partnership the Gallery and the library will pool their talents and resources to create new programs and reach new audiences. We recognize the importance of responding to changing local demographics and the public's expectations, and there is a natural fit between library and Gallery patrons. It also opens the door to future collaborations in the region," says Shirley Madill, the Kitchener-Waterloo Art Gallery's Executive Director.

Public programming is at the core of both KW|AG and KPL current activities. New programs, some of which may take place in the park which connects both facilities, will enliven the area and provide meaningful multi-generational art, literacy and education events. As the community's demographic profile changes there is an on-going need to create programming that reflects these changes. Both organizations are committed to connecting with new audiences, particularly those who are new to the community, new Canadians and multicultural organizations.

"We are excited by this opportunity to take the Civic District vision to the next level", says Dan Carli, Chair, Kitchener Public Library Board. "This collaboration with the Gallery will demonstrate the potential for the Civic District to become a centre for arts, culture, education, and community interaction."

A leading grantmaker in Canada, the Ontario Trillium Foundation strengthens the capacity of the voluntary sector through investments in community-based initiatives. An agency of the Government of Ontario, OTF builds healthy and vibrant communities.

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### **About the Kitchener Public Library**

Kitchener Public Library connects the community to a world of imagination, information and discovery through its collections and services. Currently the library has over 100,000 card holders and its five locations throughout the city welcome over 800 new members every month. To learn more about the Kitchener Public Library, visit [www.kpl.org](http://www.kpl.org).

### **About the Kitchener-Waterloo Art Gallery**

The Kitchener-Waterloo Art Gallery (KW|AG) connects people and ideas through art. The Gallery emphasizes contemporary art, has a 4,000 work permanent collection and offers experiences for adults, children and families. Established in 1956 and operating within Centre In The Square, KW|AG is the oldest and largest public gallery in Waterloo region: roots in the community, eyes on the world.

### **Gallery Hours and Admission**

M-W 9:30am-5pm., T 9:30am.-9pm, Fri 9:30am – 5pm, Sat 10am-5pm, Sun 1pm-5pm. Open before select Centre in the Square Performance. Please view our website for more information [www.kwag.ca](http://www.kwag.ca)

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Admission to KW|AG is free courtesy of Sun Life Financial. All are welcome.

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