



KITCHENER, ON — *FOR IMMEDIATE RELEASE*

Kitchener-Waterloo Art Gallery Launches *Art in Motion*, a New Community Fundraiser Celebrating 70 Years of Art and Connection

Kitchener, ON, 28 August, 2026 – The Kitchener-Waterloo Art Gallery (KWAG) is inviting the community to get moving for a meaningful cause with the launch of *Art in Motion*, a new community cycling fundraiser introduced during the Gallery's 70th anniversary year.

Running from 29 August to 31 October, 2026, [Art in Motion](#) encourages individuals, families, workplaces, schools, and community groups to explore Waterloo Region while raising funds to support barrier-free access to art through KWAG's exhibitions, educational programs, community initiatives, and stewardship of its Permanent Collection.

At the heart of the experience is the [Art in Motion](#) Trail, a self-guided cycling route that winds through Kitchener and Waterloo, connecting participants with 20 Discoveries inspired by works from the Gallery's Permanent Collection. Using an interactive Google My Maps guide, participants will uncover the stories behind remarkable artworks, artists, and the Gallery's 70-year history while experiencing the region's parks, trails, and neighbourhoods.

Register as an individual or team with a \$70 fee. This fee secures your participation and helps fund KWAG's initiatives. Corporate registration available for a \$300 fee. Participants can complete the Art in Motion Trail at their own pace between 29 August and 31 October while fundraising on behalf of KWAG. Teams will compete for an exciting Grand Prize Package, which includes a \$1,000 gift certificate for Ziggy's Cycle.

Through Art in Motion, the Gallery aims to raise \$10,000 to support barrier-free access to art through exhibitions, educational programs, community initiatives, and the stewardship of its Permanent Collection. Every dollar raised helps ensure that art remains accessible to everyone while strengthening the Gallery's ability to serve the community for generations to come.

Registration opens Saturday, 29 August, with participants able to create fundraising teams, access the interactive Art in Motion Trail, and learn more at kwag.ca.

About Kitchener-Waterloo Art Gallery

Since 1956, the Kitchener-Waterloo Art Gallery (KWAG) has been Waterloo Region's leading public art gallery, connecting people and ideas through art. Its nationally acclaimed exhibitions and programs welcome all to be inspired and challenged through a deepened understanding of ourselves, our cultures, and our communities. Now celebrating 70 years, the Gallery cares for a permanent collection of over 4,400 works and continues to offer dynamic public programs that inspire creativity and an appreciation of the visual arts in the Region and beyond. Admission is free.

Accessibility: KWAG is an [accessible venue](#).

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