

Supporting arts and culture

Bell is proud to continue a long tradition of supporting Canadian arts and culture, 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 festivals in Northwest Territories to utility boxes being transformed into art.

Supporting accessible arts and culture in Québec

Since 2010, Bell has been a proud partner of the Montréal Museum of Fine Arts (MMFA) Sharing the Museum program, which brings together over 600 non-profit organizations, CLSCs and hospitals to provide free, accessible and socially inclusive cultural programming for people who are marginalized due to social, economic or health factors. In September 2019, Bell renewed its support for the Sharing the Museum program with an investment of \$1 Million over 5 years to enable the Museum to maintain and multiply its community and wellness projects.

Celebrating 40 years in the North

2019 marked Northwestel's 40th anniversary of delivering telecommunication services to northern customers. In celebration of the milestone and to say thank you to customers, Northwestel hosted special events and offered donations to non-profit organizations in all three northern capital cities. The company also announced that it would match employees' volunteer time with donations toward the group they volunteer with.



Supporting Northern families

Northwestel is supporting the health and well-being of Iqaluit families. In 2019, the company partnered with the City of Iqaluit with a pledge of \$75,000 in support of the Iqaluit Aquatic Centre, a state-of-the-art facility where residents can learn, exercise, and spend leisure time with family and friends. As part of this sponsorship, artist Jon Cruz and local Inuit artist Dayle Kubluitok created a commemorative, marine-themed art installation at the facility to show off Nunavut's strong connection to the ocean.



Transforming Bell boxes into works of art

Bell has an ongoing campaign to beautify the Greater Toronto Area by transforming utility boxes in its communities. The Bell Box Murals Project is an innovative collaboration between community arts organizations, local artists, residents associations and local governments. The project discourages graffiti with original works of art, enriching the streetscape of neighbourhoods and provides opportunities for artists in the community to express their talent. More than 350 Bell utility boxes across Toronto have been painted since 2009.



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.

Tangible benefits funding

As part of our acquisition of Astral, Bell has committed to pay \$263 million in tangible benefits to develop French and English language TV, radio and film content, support emerging Canadian musical talent and enable new media training and consumer participation initiatives in the Canadian broadcasting industry. In 2019, our tangible benefits funding went to organizations such as:

Kino'00 – Based in Montréal, this organization supports the development of short independent films from the region by assisting young talented filmmakers with their projects through courses, equipment and various events to showcase their films to the public. That support includes a film festival.

Palmarès ADISQ – Formerly known as Top Musique Québec App, this is a digital platform developed by l'Association québécoise de l'industrie du disque, du spectacle et de la vidéo (ADISQ), as a collective music marketing tool that showcases Québec-based artists. The site presents charts, lists of new songs, a calendar of shows to watch and playlists reflecting listening consumption.

REGARD – Saguenay International Short Film Festival is one of the most important short film festivals in North America. Each year, the event presents around 200 international and Québec short films. REGARD is a gateway to the Americas for short films and an international launch pad for Canadian cinema.

L'INIS – L'INIS is a non-profit organization that contributes to the development of the professional film, television and interactive media community in Québec and Canada by providing individuals and companies with training and coaching programs that promote content diversity and meet the requirements and transformations of the audiovisual, communications and entertainment markets.



Photo: Julian Hey Lee

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.

