

**Kawartha Lakes Arts Council and Pinnguaq Association
support and strengthen the Arts community in Kawartha Lakes**

[Insert Digital Promotion PDF]

IMMEDIATE RELEASE - May 27, 2021 - As a new Community Partner of the Kawartha Lakes Arts Council, Pinnguaq Association is committed to support the arts council and its members with tools, training and learning in their field of specialty – everything digital. Their mission is to incorporate science, technology, engineering, arts and math, otherwise known as STEAM into unique learning applications that promote storytelling, health, wellness, growth, as well as the Arts.

The Pinnguaq Association embraces diversity and creates opportunities in order to empower all people. The Kawartha Lakes Arts Council (KLAC) in turn connects all arts creators, supporters and investors in collaboration to discover and reveal our culture through the arts, working to be inclusive and representative among our communities. Now with the Arts Council's increased visibility with an expanded social presence and access to a new online Marketplace, this new partnership paves the way for improved and innovative ways to excite our creative communities to evolve and grow.

Pinnguaq is presenting "Painting Your Digital Landscape: Digital Promotion for Artists and Artisans", a new series of four virtual workshops, aimed at enhancing know-how in mobile photography, graphic design with Canva, social media promotion and website building on WordPress. This collaborative educational opportunity offers the KLAC members a boost in their digital skills.

As project leader, Steve Blair brings years of experience in coding, digital skills and new media adapted for all ages (5-95), as well as a passion, combining art and technology to create weird and wonderful things. As project facilitator, Mary McDonald brings excitement to participatory media/digital arts projects, always believing in the potential for creative technologies to inspire individuals and connect communities. This workshop series will inspire new ways to learn and further succeed, whether it's applying for a grant or selling artwork to buyers around the world.

Although this training opportunity is being offered exclusively to Kawartha Lakes Arts Council members, space permitting, non-member artists and artisans in Kawartha Lakes are encouraged to register. For the low cost of a membership, aspiring artists and artisans can benefit from unique training opportunity in digital promotion.

More information on the digital workshops and how to register is available on the KLAC website – www.kawarthalakesartscouncil.com/events.

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KLAC Media Liaison: Margaret Cunningham at 705-879-2719
KLAC and its Digital Strategy: Amy Terrill at 705-341-5386
KLAC and its Community Partnerships: Ray Marshall at 705-928-5483