



BULLETIN

Canadian Conference of the Arts ~ Conférence canadienne des arts

ARTS AND LEARNING: A CALL TO ACTION OFFICIALLY LAUNCHED

Ottawa, January 25, 2005 - After two years of discussions, the CCA, along with the Canada Council for the Arts and the Canadian Commission for UNESCO jointly launched a program titled *Arts and Learning: A Call to Action* in November 2004.

The goal of this initiative is to enlist the arts and creativity as learning strategies in Canada's schools and communities, as well as to ensure a permanent understanding of the importance of this principle in public policy. To accomplish this, the project will undertake a campaign to raise awareness amongst stakeholders of the advantages of arts as a teaching tool in the classroom, and the role of the arts in lifelong learning. The project will also include research on the arts and learning in Canada, and will establish partnerships with those active in this area in at various levels of government, the arts and the community.

In doing this, Canada will put itself in step with countries such as the United States, Australia and the United Kingdom, which have studied the benefits of learning the arts and learning through the arts.

This project of the CCA, the Canada Council and the Canadian Commission on UNESCO will also contribute to an international movement, culminating with UNESCO's World Conference on Arts Education to be held in Lisbon, Portugal, in March 2006.

For more information, please contact Denis Bertrand, project coordinator for Arts and Learning: A Call to Action, at 1-800-263-5588, extension 4437, or (613) 566-4437. He can also be reached via email at denis_bertrand2004@yahoo.ca.

For more information:
Kevin Desjardins
Communications and
Public Relations Manager
804 - 130 Albert Street
Ottawa, ON K1P 5G4
(613) 238 3561 ext.11
Fax (613) 238 4849
info@ccarts.ca
www.ccarts.ca

05/05

Please post and/or
distribute. When reprinting
CCA Bulletins, please give
appropriate credit.