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Media Advisory – For Immediate Release

THE 2008 JUNCTION ARTS FESTIVAL SMASHES ATTENDANCE RECORDS AND BECOMES THE BIGGEST AND BEST FEST IN THE WEST!

“BETTERS ALL STREET FESTS”

Toronto, ON, September 23, 2008 – The 2008 Junction Arts Festival (September 3 to 7 in Toronto), produced by the Junction Forum for Art & Culture, presented a multi-arts cultural extravaganza like no other and the organizers of the 16th annual five-day celebration announce an attendance record of 200,000 visitors; an increase of more than 33 percent over last year’s attendance numbers, and the largest to date.

The 2008 Junction Arts Festival broke out in grand style on September 3 at the opening night outdoor ceremony in the Junction City Square (2960 Dundas Street West at Pacific Avenue), which was attended by many honoured guest speakers including Mayor David Miller, Ontario Minister of Culture Aileen Carroll, City of Toronto Councillor Bill Saundercok (Ward 13), MPP Parkdale-High Park Cheri DiNovo, MP Parkdale-High Park Peggy Nash and festival director Michael Menegon, and which also announced the official launch of the Junction [murmur] project and the 2008 Juried Art Exhibition prize winners.

2008 Juried Art Exhibition committee chair Rhonda Nolan announced the four exhibition award winners, with the first prize, a one-year scholarship to the Academy of Realist Art worth \$7,500.00 in value, going to Gordon Leverton.

[murmur] executive director Robin Elliott, who collected over 80 different stories, memories and opinions from area residents, ex-pats and visitors, launched the Junction [murmur] project (an international archival audio documentary project that collects and curates stories set in specific locations), which is identified by the ‘green ear’ sign posts now located in the Junction vicinity and are accessible via cell phone.

Mayor David Miller stated on the opening night, September 3, “This festival captures the true grassroots spirit and true talent of Torontonians . . . and there’s great talent right here in the Junction. I’ve heard about the festival all over Toronto, and great poster too!”

Councillor Bill Saundercok (Ward 13, City of Toronto) and JFAC Chair states, “Our goal this year was to showcase the amazing pool of talent and artistry that we have right here in the Junction. It is the Junction Forum for Art & Culture’s honour to have presented a very successful 2008 Junction Arts Festival and the 2008 centennial celebrations, and on behalf of the Junction BIA and area residents we thank all the dedicated volunteers, participants and supporters and we look forward to 2009.”

The outdoor Movieola Movie Night (September 4), sponsored by Channel Zero Inc. (broadcaster for Movieola – The Short Film Channel and Silver Screen Classics) was a popular addition and well attended attraction at the 2008 festivities and is scheduled to return next year.

The Main Stage concerts were packed to capacity and proud Junction ambassador Justin Rutledge stated during his Friday, September 5 show, “This is the best festival in Toronto,” and the festival headliner David Usher said, “Just got off stage, that was the most fun TO show ever,” immediately after his Saturday, September 6 performance.

WHAT THE PEOPLE ARE SAYING:

- “Junction Arts Festival Better Than All Other Street Festivals.” – **Richard Trapunski**, MartiniBoys.com, Sept. 3/08.
- “The arts festival is indeed a destination event, but still retains a fiercely proud neighbourhood vibe.” – **Joshua**, Blogto.com, Sept. 6/08.
- “This year's Junction Arts Festival is really great. It's an excellent showcase for all of the great new shops that have recently opened in the Junction area,” – **Malcolm Bastien**, Blogto.com, Sept. 6/08.
- “The Junction Arts Festival Nails It” ... “The Art Goes On for Ever,” – **James McCaul**, MyNeighbourhood.ca, Sept. 7/08.
- “Junction Arts Festival a big success,” – **Ian Irving**, Falsepositives.com, Sept. 7/08.
- “The Junction Arts Festival was fantastic! I had a grand time. You had fantastic music acts, lots of stages, dance, great food, a really happy vibe and of course my friends Bain and Bernard were stellar!” – **Nancy White**, Singer-songwriter/satirist, Sept. 9/08.
- “Colleagues of mine came into work on Monday and said that they had a great time at David Usher's concert at the Junction Arts Fest.” – **Jeff Roman**, SIRIUS Canada Media Relations, Sept. 11/08.

Please Note: All the indoor installations and all impromptu gallery showings along Dundas Street West remain open and will continue until further notice.

The 2008 Junction Arts Festival was generously supported by title sponsor the Junction Business Improvement Area, and the Department of Canadian Heritage Anniversary program, Ontario Cultural Attractions Fund, Toronto Arts Council, NOW Magazine and The Villager. The festival successfully maintained its grass roots, community feel while attracting over 18 proud sponsors.

The Junction Arts Festival, which ran totally on Bullfrog Power (100% green electricity) in 2008, takes place annually along Dundas Street West between Keele Street and Quebec Avenue and features free fun and creativity for the entire family.

For more details and information please visit, www.junctionartsfest.com.

The Junction Forum for Art and Culture (JFAC) is an arts presenting organization whose main project is the annual Junction Arts Festival. JFAC was incorporated as a non-profit group in February 2004. The people who make up the Board of Directors of the Junction Forum for Art and Culture are dedicated cultural producers, artists, residents, business owners and politicians all of whom are connected in some way to the Junction.