

PRESS RELEASE | FOR IMMEDIATE RELEASE



**Even When Doors Close, Culture Doesn't Stop:**

CultureOnline.ca Launches Online Showcase of BC Arts and Culture

The **BC Museums Association (BCMA)** and **Arts BC** are excited to announce CultureOnline.ca. This digital portal showcases how the province's museums, art galleries, artists, and cultural organizations are responding to the COVID-19 shutdowns, through live streaming events, programs and online resources that allow British Columbians to experience culture from the comfort, and safety, of their own homes.

The website, launching Thursday, April 2, 2020 will enable British Columbians to search hundreds of live streams from arts and cultural organizations, resources for educators and families, and tours of award-winning cultural sites from around the province. An up-to-date calendar of events will feature free, by-donation & paid cultural events, activities, and performances. CultureOnline.ca is part of a broader campaign to celebrate the creativity and resilience of the culture sector during the COVID-19 shutdowns, using the hashtag **#CultureDoesntStop** across popular social media platforms.

"Museums are awesome and the creativity of artists is unmatched, but our sectors have never encountered a challenge like that one being posed by COVID-19. It's essential that we close to the public, but that doesn't mean that we're going to stop sharing our passions with British Columbians," explained Ryan Hunt, Executive Director of the BC Museums Association, "That's why we created CultureOnline.ca, to showcase innovative online projects, like the Royal BC Museum's new RBCM@Home initiative."

What's next? The BCMA and Arts BC encourage all arts and cultural organizations across the province to submit existing and upcoming online content (e.g., videos, educational resources), virtual events (e.g., performances, tutorials, classes, concerts) and unique content being developed during the COVID-19 shutdowns (e.g., social media contests, fundraisers, at-home tutorials) to be featured. The submission process is quick and simple, for [museum](#) & [gallery](#) events head to CultureOnline.ca website.

For additional information and media enquiries please contact:

Ryan Hunt  
Executive Director  
BC Museums Association  
Phone: 250-884-0499  
[www.museumsassn.bc.ca](http://www.museumsassn.bc.ca)

Patricia Huntsman  
Managing Director (Interim)  
Arts BC  
Phone: 778-410-5104  
[www.artsbc.org](http://www.artsbc.org)

