

Toronto designated an UNESCO Creative City of Media Arts

The City of Toronto and the Canadian Commission for UNESCO (United Nations Educational, Scientific and Cultural Organization) are proud to announce that Toronto is the first Canadian city to be designated an UNESCO Creative City of Media Arts for its leadership in film, music, digital media, and forms of cultural expression using technology. Toronto joins the 116 existing member cities in UNESCO's Creative Cities Network (UCCN).

"Having helped start the creative cities movement, I am proud to announce today Toronto's entry into the UNESCO Creative Cities Network," said Mayor John Tory. "This designation affirms that we are an international hub for innovation and inspiration. It affirms that Toronto's creative communities enhance our quality of life and economic vitality. We are pleased to be able to broaden our global connections through UNESCO's initiatives."

"Media Arts is such a powerful tool that can be used to create a sense of belonging as well as to help foster more inclusive cities," said Christina Cameron, President of the Canadian Commission for UNESCO. "We extend our congratulations to the City of Toronto for its leadership and are looking forward to working together in advancing creative solutions to today's urban challenges"

Created in 2004, the UCCN is organized into seven fields; crafts and folk art, design, film, gastronomy, literature, media arts and music. Toronto is the 10th city to be an UNESCO Media Arts City which also includes; Austin, Texas; Tel-Aviv, Israel and Dakar, Senegal.

For more information on the UCCN visit: <https://en.unesco.org/creative-cities/>

Toronto's arts and culture sector employs nearly 174,000 people and annually contributes \$11.3 billion to the city's economy. In 2016, investment in Toronto's domestic and foreign film, television and digital productions rose to an all-time record of \$2.01 billion. Investment in the animation and visual effects industries has increased by 363 per cent since 2014.

The Canadian Commission for UNESCO serves as a bridge between Canadians and the vital work of UNESCO. By promoting UNESCO values, priorities and programs in Canada and by bringing the voices of Canadian experts to the international stage, the Commission contributes to a peaceful, equitable and sustainable future that leaves no one behind.

Toronto is Canada's largest city, the fourth largest in North America, and home to a diverse population of about 2.8 million people. It is a global centre for business, finance, arts and culture and is consistently ranked one of the world's most livable cities. In 2017, Toronto is honouring Canada's 150th birthday with "TO Canada with Love," a year-long program of celebrations, commemorations and exhibitions. For information on non-emergency City services and programs, Toronto residents, businesses and visitors can visit <http://www.toronto.ca>, call 311, 24 hours a day, 7 days a week, or follow us on Twitter at

<http://www.twitter.com/TorontoComms> and on Instagram at
<http://www.instagram.com/cityofto>.

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