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FOR IMMEDIATE RELEASE

Cultural Channel coming for Grey Highlands

Culture in Grey Highlands will soon be hitting the cable waves with the launch of a new community channel coming this summer. In partnership with Markdale Cable, the Grey Highlands Public Library and the South Grey Museum are working on the development of the channel for launch this summer.

To learn more about it, the public is invited to an information roundtable on July 15th at 6:30 p.m. at the Centre Grey Recreation Complex in Markdale.

Thanks to \$43,500 in funding from the Ontario Trillium Foundation last fall, the community collaborative is purchasing new equipment and will provide training to volunteers for the promotion and launch of a community culture TV channel.

"This Ontario Trillium grant of a Community Cultural TV Channel is an investment in our area and will play a key role in helping to promote culture and heritage in our area," said Bruce-Grey-Owen Sound MPP. "I am confident this initiative will help create jobs and result in greater participation in the wide array of cultural and heritage opportunities in the South Grey area."

This new channel will serve as the information portal that will enable over 1,200 local viewers to gain more awareness of the cultural and heritage events and services in the South Grey area. It supports the enhanced use of digital and social media as well as the creation of the channel, building on the success of the collaborative Cultural Development Fund initiative, which has seen the formation of a Cultural Roundtable.

Attendees at the July 15th roundtable will hear more about the channel, its benefits for the community and how they can get involved. The public library, which will coordinate the channel, has developed guidelines and templates which will be explained at the meeting.

"This is a great opportunity to promote all the local creative opportunities and cultural events in the area," said South Grey Museum Curator and project partner Kate Russell. "We hope to get lots of community involvement in this new endeavour."

The collaborative project with the library is supported by municipal council and the cultural community. Previous roundtables have offered advice on social media, grant writing and established priorities for the development and promotion of culture in the area.

"The library and museum work well together on these kinds of projects," said library CEO and project lead Wilda Allen. "The new channel provides an additional access point for local cultural information which ultimately benefits the whole community".

For more information and to get involved, contact the library at 519-924-2241 or email contact@greyhighlandspubliclibrary.com.

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A Grey Highlands Cultural Development Fund Collaborative Project Initiative

For more information – contact@greyhighlandspubliclibrary.com