



FOR IMMEDIATE RELEASE

Tirgan 2015 Receives CAD \$67,500 from Celebrate Ontario and CAD \$105,000 (Multi-Year) from Ontario Trillium Foundation

Toronto, ON – May 4, 2015 – Tirgan 2015 is excited to announce the receipt of funding from the Ontario Government under the Celebrate Ontario program, in recognition of the great socio-economic returns contributed to by Tirgan through driving tourism and leading to the sustainability and improvement of Ontario.

The festival is also pleased to be amongst the recipients of funding from the Ontario Trillium Foundation over a period of 3 years for capacity building to increase its frequency from biennial to yearly. Tirgan wishes to acknowledge the hard work put in by the many volunteers and their invaluable engagement which has established the festival's track record to make this possible.

"Government grants play an integral role in Tirgan's success", said Nima Ahmadi, Director of Marketing and Sponsorship. *"In 2013 government grants accounted for 14% of Tirgan's budget".*

Tirgan, a purely volunteer led initiative, secures its budget partially through a combination of in-kind and cash contributions as well as grants. More information about Tirgan's funding sources can be found here: <http://tirgan.ca/festival/about-tirgan>

QUICK FACTS

- Celebrate Ontario is an annual grants program that supports tourism by assisting festival and event organizers develop new and improved experiences to attract more tourists and increase visitor spending.
- The Ontario Trillium Foundation (OTF) is a leading grant maker in Canada, strengthening the capacity of the voluntary sector through investments in community-based initiatives. An agency of the Government of Ontario, OTF builds healthy and vibrant communities.
- **Tirgan is the world's largest festival celebrating Iranian art and culture and will be returning to the Harbourfront Centre, Toronto, Canada , August 20 – 23, 2015.** In 2013, Tirgan attracted over 130,000 visitors and more than 150,000 individuals are expected to visit Tirgan this year. Tirgan showcases renowned performers in an array of artistic disciplines including music, dance, theatre, cinema, literature and the visual arts in addition to workshops, organized activities, galleries, a children's activity area, delicious food and a cooking demonstration, as well as a



traditional bazaar, all of which will capture the heart and imagination of both young and old alike.

SOCIAL MEDIA LINKS

Visit Tirgan on the web: www.tirgan.ca

Follow Tirgan on Twitter and Instagram: @tirgan_festival | @tirganfestival #tirgan2015

Like Tirgan on Facebook: <https://www.facebook.com/TirganFestival>

Follow Tirgan on LinkedIn: <https://www.linkedin.com/company/tirgan>

-30-

Media Contacts:

Feren Calderwood
feren.calderwood@tirgan.ca

Behnam Hajian
behnam.hajian@tirgan.ca

Horia Tabatabaei Soltani
horia.soltani@tirgan.ca