
FOR IMMEDIATE RELEASE
Mississauga Arts Council celebrates its 40th Anniversary
with a new look and website

Mississauga, ON - September 16, 2021

The Mississauga Arts Council (MAC) is thrilled to announce a major rebranding and new website, to celebrate its 40th anniversary. The rebranding is a part of the digital transformation of the long-time charity.

“Our new rebranding reflects where MAC is today, as an arts service agency dedicated to the development and growth of the arts economy in Mississauga,” says Mike Douglas, MAC’s Executive Director, “As we celebrate our 40th anniversary, our focus has evolved to serving the professional arts community and encouraging the sector’s capacity to succeed both digitally and in-person.”

Mississauga Arts Council continues to be a vital resource to creatives in our City. “Our mission keywords - Create, Connect, and Celebrate inform everything we do and are reflected in our new logo and rebranding which were completely created in-house,” says Jacqueline Mak, MAC’s Creative Director and Creative Strategist, “Our logo is inspired by the diversity of MAC’s members. The logo can also be taken apart and be used as elements of design reflecting individual resourcefulness and imagination, a sense of unity, community, and acceptance.”

The new website is welcoming and tells the story of MAC, our programs, and our community in a user-friendly way. Visit www.mississaugaartscouncil.com to explore the new website and our new look.

Join MAC for a launch event for the new branding and website on Wednesday, September 22, 2021, at 3:00 PM. We will share design insight into the new rebrand and website, as well as sharing upcoming news and programs from MAC. **Register via Eventbrite here:** macrebrandlaunch.eventbrite.ca

Download new logos: bit.ly/MACRebrandLogos2021

Stay tuned for more exciting announcements from MAC. Including the launch of Martys Hub in October 2021. MAC's Artist Directory and Events Calendar have moved to the new Martys Hub. It is the go-to website for everything arts in Mississauga, with carefully curated news and articles, local arts event listings, calls for artists, and a searchable Artist Directory, these are a few of the things you will discover on Martys Hub. Visit it here: www.martyshub.com

About MAC:

The Mississauga Arts Council is a registered charity, dedicated to accelerating progress toward the attainment of our Vision of Mississauga, as a vibrant cultural community where arts and culture thrive! Our mission is to empower the Arts Economy by Creating more opportunities & capacity; Connecting artists to audiences and each other; and Celebrating artists' achievements. Learn more: www.mississaugaartscouncil.com

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