

Live Event Community Plans Day of Visibility on 22 September

17 September 2020

FOR IMMEDIATE RELEASE

Live Event Community, an organization formed to support Canadian live event workers who've lost their livelihoods due to the ongoing COVID-19 pandemic, has organized a Day of Visibility on Tuesday, September 22nd, 2020.

One hour after sundown from coast-to-coast, hundreds of venues and buildings will light their exteriors red to raise awareness for an industry that is still dark – and will be one of the last to recover. Throughout the evening, images and video will be shared across social media using the hashtags #LightUpLive / EclaironsLesScenes to boost visibility.

So far, the list of participating buildings (accessible at lightuplive.ca/map) includes prestigious performance venues, major arenas, and iconic landmarks like the CN Tower, Calgary Tower, Niagara Falls, Rogers Arena, Roy Thomson Hall, the Grand Théâtre de Québec, Confederation Centre of the Arts, SaskTel Centre, Stratford Festival Theatre, Royal Theatre Victoria, and many more.

“This grassroots movement has seemed to catch fire,” says *Live Event Community* co-founder and industry veteran Morgan Myler. “Our goal is to ensure the government acknowledges that our industry has been uniquely impacted by the effects of COVID-19, and that it will continue to offer financial support for live event workers and companies throughout the supply chain until large gatherings are once again deemed safe and the industry comes back to life.”

“This industry is built on passion, and that makes it inherently resilient,” adds *Live Event Community* co-founder Rob Duncan. “We’re all doing our best to weather this storm and appreciate the support we’ve already received from various levels of government and the general public; however, we’re in a uniquely challenging spot, and need assistance hardships to ensure the show can go on once we’re all on the other side of this pandemic.”

For more information and to see a list and interactive map featuring the participating venues, visit www.lightuplive.ca

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About Live Event Community:

Live Event Community was founded in March 2020 to support and amplify the voices of freelancers and gig workers in the event production sector who do not belong to a representative organization. The group liaises with various levels of government and offers a crowd-sourced database of health, financial, industry, and training resources for Canadian event professionals, and a forum for those in the community to help and support each other.

www.liveeventcommunity.org

Supporting materials:

(image - Roy Thomson Hall, Credit: Doug Hook)

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