



The *Day of Visibility for the Live Event Community* reveals #LightUpLive #EclaironsLesScenes campaign

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FOR IMMEDIATE RELEASE

As of today, the *Day of Visibility for the Live Event Community* has an event hashtag all their own. Event organizers are asking venues and landmarks across the country to light up their buildings and marquees in red on Tuesday 22 September to raise awareness for an industry that remains dark.

Early response has been overwhelming. Organizations, grassroots groups and individuals are coming together to ask and assist with illuminating landmarks in red, bringing to light the many performers, creators, technical, logistical, and management support personnel who drive a \$100 billion Canadian economic engine.

The selected hashtag #LightUpLive #EclaironsLesScenes draws attention to locations that have been primarily dark for over six months due to social distancing restrictions. Live event workers are encouraged to participate using social media, and participating venues and installations can be tracked on an interactive map at the event website (<https://lightuplive.ca>).

"This grassroots movement has seemed to catch fire," says Morgan Myler, co-founder of the *Live Event Community* group, which formed in March as a result of the cancellation of events worldwide due to COVID-19. "We started with a resource guide for workers to access critical health, financial and training opportunities when COVID-19 hit."

According to Statistics Canada¹, the arts, entertainment and recreation sector lost 152,000 of 486,100 jobs between June 2019 and June 2020, and 86% of businesses experienced a high level of impact due to the decrease in demand or cancellation of services². Those that are still employed have seen a 45% reduction in hours worked¹. The corporate and business events sector directly employs an additional 229,000 Canadians according to a 2017 Oxford Economics³ study.

"I'm always impressed to see how quickly the event industry can respond," says co-founder Rob Duncan "but considering how quickly the work stopped, people are really looking to do something, however symbolic it may be."

The *Day of Visibility for the Live Event Community* will run Tuesday 22 September from an hour after sundown, coast to coast. Follow along at <https://lightuplive.ca>. Live event workers looking for resources can visit <https://liveeventcommunity.org>

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¹ <https://capacoa.ca/en/2020/07/employment-in-arts-and-culture-june-2020/>

² <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3310022901&pickMembers%5B0%5D=3.4>

³ <https://insights.eventscouncil.org/Full-Article/2018-global-economic-significance-of-business-events>



LIVE EVENT
COMMUNITY

@LIVEEVENTCOMMUNITY

(647) 483-4102

hello@liveeventcommunity.org

Media inquiries:

Morgan Myler, 416-720-6477 vicepresident@iatse58.org

Rob Duncan, 416-809-2488 rob@freakypeople.ca

Backgrounder

Live Event Community Mission

It's in our name – we were founded as a **community** of Live Event Workers, to support and amplify the voices of freelancers and gig workers who do not belong to a representative organization. We speak to government and **advocate** for essential support for event workers not covered by traditional programs such as Employment Insurance. Finally, we offer a crowd-sourced database of health, financial, industry, and training **resources** for Canadians. We provide a place for those in the community to help each other.

Who Are We?

Live Event Community was created on 12 March 2020 in the aftermath of mass event cancellations across North America due to COVID-19. Live event freelancers were worried that their livelihood had disappeared overnight. Four live event professionals in Toronto registered a URL, spun up a phone number and launched a social media presence on [Twitter](#), [Instagram](#), [LinkedIn](#) and [Facebook](#) to provide a vetted source of information available to all.

We have no funding and no membership. We do have an organic reach of 30,000 and 1,200 followers on Facebook, and a mailing list that has nearly tripled in the last week.

Our organization has a similar request to the government as many other travel, tourism and live event organizations:

1. That the government recognizes that our industry has been devastated by the effects of COVID-19, and there is no set date for return. We were the first out and will be one the last to return.
2. Continue financial support for live event workers until the industry is back to work.
3. Assist companies throughout the supply chain who work to create, produce, manufacture and support an industry that will have to wait until large gatherings are safe again.