

THANK YOU!

What we saw on Tuesday was unprecedented. Live event venues, suppliers and workers across the theatre, performance, corporate event, and related sectors came together. They shone a light on our entire industry at one of the darkest times in its history.

Thank you for standing together (in spirit, since we must all keep our physical distance) on the *Day of Visibility for the Live Event Community*. We asked for your help, and you responded: **#LightUpLive** **#EclaironsLesScenes** was posted 11,000 times this week, reaching 11 million accounts, and #LightUpLive trended to #2 in Canada for almost a day. Congratulations!

Six hundred eighty-seven registrations can be seen at lightuplive.ca. You literally put yourselves on the map, demonstrating to Canadians that live events are on hold from coast to coast.

Just in case you missed it. You were seen and heard. Steven Guilbeault, Minister of Canadian Heritage, tweeted out our cause, a visible show of support for our industries.

“Today we recognize that the #COVID19 pandemic has drastically impacted the performing arts and live events industry. As a government, we recognize that many of you in those industries still can’t get back to your jobs. We haven’t forgotten about you. Tonight let’s #LightUpLive.”

– [Steven Guilbeault, Twitter](#)



Also, yesterday in the government’s speech from the Throne, you all were directly addressed:

“This fall, in addition to extending the wage subsidy, the Government will take further steps to bridge vulnerable businesses to the other side of the pandemic by:

- *Expanding the Canada Emergency Business Account to help businesses with fixed costs;*
- *Improving the Business Credit Availability Program;*
- *And introducing further support for industries that have been the hardest hit, **including travel and tourism, hospitality, and cultural industries like the performing arts.**”*

– Rt. Hon. Julie Payette, Speech from the Throne

We know that our actions together on 22 September helped preserve the fabric of our live event community. More importantly, we let our peers and companies know that we are all looking out for each other during this Pandemic. It’s not over; talk to you all soon.

We are all in this together.
The Live Event Community

Submit photos and video here:
<https://bit.ly/my-lightuplive>