



**CREATIVE  
NORTHLAND**

**PRESS RELEASE**

**Embargoed to 5.30pm**

**30th September 2020**

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**Press Release Title: [Northland's Creative Future Fund \(NCF<sup>2</sup>\)](#)**

**Subtitle: Launching Creative Northland's - Boosted crowdfunding campaign - giving all artists and creative communities in Northland a leg up.**

**Link GOES LIVE 2 OCTOBER 9AM- <https://boosted.org.nz/projects/northlands-creative-future-fund>**

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Whangarei, Tai Tokerau,(30th September 2020) —

Creative Northland, the regional arts development agency for Northland, is launching their first crowdfunding campaign to raise \$50,000 for artists, performers and creative communities.

In the wake of the last six months, Creative Northland have been on a mission to boost opportunities for artists and amplify their impact. And more than that, they have a community of givers behind them – generous art lovers from all over Northland and the country who understand the value of arts on our collective wellbeing.

Creative Northland have chosen The Arts Foundation's crowdfunding platform 'Boosted' to mobilise their aspiration and provide an extra leg-up for artists. As part of its drive to keep Te Tai Tokerau creatives creating, The Arts Foundation will host a Zoom webinar with creative businesses to give them the tools to deliver their Boosted Campaign online. Those involved in the Boosted workshop will have chances to showcase their work via live streams during their own fundraising campaigns and record these for audiences to watch at later dates.

General manager Hinurewa te Hau says *'In the madness of COVID-19, one thing is clear, there is a growing recognition of the value of the arts on our collective wellbeing and the future of Northland. We are aware that many of our cultural funds are contestable and the funding available, we may not get a slice of the pie.'*

She says this is a way to take control and actively involve the arts and artists in our COVID-19 recovery planning, and create continued support for community-led activity that will have wide-ranging benefits for the wellbeing of both artists and the wider community.

*'This fund will enable us to continue to celebrate what is so great about Te Tai Tokerau. It will bring us together to laugh, play, create, dream and celebrate our cultural identity'.*

Creative Northland is passionate about creative solutions, big ideas and making creative endeavours come alive. As a multi discipline organisation who work directly with the local arts community lockdown has identified and prioritised what would best support the creative communities recovery from the impacts of COVID-19.

- healthy and happy people, including good physical and mental wellbeing outcomes
- creating cohesive communities, helping people stay connected, express their identity and understand differences
- benefits for local economies, building skills and talent and opportunities
- creating vibrant towns and cities, places our communities love to live in and visit
- growing people's knowledge, ability to think critically and solve problems creatively

#### **For further information contact -**

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