

BURNABY ART GALLERY

FOR IMMEDIATE RELEASE

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BURNABY ART GALLERY NAMES BRENDA FINLAYSON AS NEW MARKETING AND SPONSORSHIP COORDINATOR

New Employee Brings 18 Years Experience to Burnaby Art Gallery

BURNABY, BC – Burnaby Art Gallery today announced that Brenda Finlayson has been named as the new Marketing and Sponsorship Coordinator. Finlayson will be responsible for promotional and public relations work involving coordinating and disseminating a variety of information to promote awareness of the Burnaby Art Gallery's exhibitions, special events, public and school programs. New for this position will be conducting fundraising and sponsorship activities to enhance the Gallery's operations.

"The Burnaby Art Gallery is pleased to bring Brenda Finlayson on board to strengthen our marketing and sponsorship area," says Burnaby Art Gallery's Director/Curator, Darrin Martens, "Brenda's extensive experience in the cultural sector combined with her knowledge of marketing will assist the Art Gallery to increase awareness, build profile for our artists, exhibitions, programs and special events which, in turn, will benefit the whole community."

As a graduate of University of the Fraser Valley, for the past three years, Finlayson has worked in marketing and program development for Ridge Meadows College. Her experience in the cultural sector includes 14 years as Executive Director of arts organizations including the Maple Ridge Pitt Meadows Arts Council where she spearheaded all stages of development, planning, fundraising and start-up of the Maple Ridge Arts Centre and Theatre (ACT). During her time directing the Port Moody Arts Centre, she effectively managed the challenges faced while operating a 100-year old heritage art centre. As the first Arts & Heritage Coordinator for the City of Abbotsford, she was responsible for the start-up of the Culture Division overseeing the implementation of Abbotsford's inaugural Arts & Heritage Master Plan resulting in the successful \$10M referendum to construct a new cultural centre, The Reach. Finlayson's recent education in social media will help the Burnaby Art Gallery to better utilize the opportunities provided by Internet marketing with a goal to enhance advertising and communication with the citizens of Burnaby and the world.

The Marketing and Sponsorship role at the Burnaby Art Gallery will be embellished by the additional hours provided with the hiring of Brenda Finlayson and the extension of the position to three days a week. This will enhance the Gallery's goal to provide first-class service and communications to its patrons and visitors while contributing to its exceptional staff team.

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The Burnaby Art Gallery is dedicated to collecting, preserving and presenting a contemporary and historical visual art program by local, national and internationally recognized artists. As the stewards of the third largest public art museum collection within the Province of British Columbia, the Burnaby Art Gallery cares for and manages of 4,000 works of art. The Burnaby Art Gallery is a nationally recognized leader in print culture dedicated to showcasing original hand pulled prints and ephemera related to printmaking in Canada.

For more information about the gallery's exhibitions, programs, tours, call 604-297-4422 or visit www.burnabyartgallery.ca. Located in beautiful surroundings of Deer Lake Park, the Burnaby Art Gallery is open Tuesday to Friday, 10:00 am-4:30 pm and Saturday and Sunday, 12:00-5:00 pm. Admission is by donation; parking is free.

The Burnaby Art Gallery acknowledges the generous support provided by: the City of Burnaby; the British Columbia Arts Council; the Province of British Columbia, its patrons and visitors.