

INVESTING IN COMMUNITY - A SPOTLIGHT

Advertorial

Nexans Invests in Community Connection

How a major sponsorship is bringing new energy to the Art Centre's Outdoor Art Pathway

The Elora Centre for the Arts' Outdoor Art Pathway continues to grow as a vibrant public gathering place thanks to a generous \$60,000 sponsorship from Nexans Canada Inc., Fergus Plant, supporting community-focused programming, public art initiatives, and creative experiences that bring people together.

The sponsorship was officially announced during the June 25 Open Sky Live community concert held in the Arts Centre's greenspace. The evening also marked the unveiling of a new community mural created by the Schoolhouse Arts Collective, made possible through the Nexans gift.

The partnership reflects a natural alignment between two organizations that understand the importance of connection. As a global leader in the design and manufacturing of cable systems and energy solutions, Nexans has built its foundation on creating connections - linking people, places, and communities through essential infrastructure.

As an independent charitable organization, the Arts Centre relies on meaningful community partnerships for sustainability. Through its support of 'The Paths That Connect Us' Outdoor Art Pathway initia-

tive, Nexans is helping enhance a shared public space that invites residents and visitors to engage with art, nature, creativity, and one another.

The Outdoor Art Pathway has become a welcoming destination in the heart of Elora, connecting people through accessible public art installations, live performances, community events and outdoor gathering spaces. The pathway serves as both a physical and symbolic connector - encouraging exploration, conversation, creativity, and a sense of belonging.

The collaboration also reflects shared themes of energy and connection. Just as Nexans powers and connects communities through their work, the Arts Centre's outdoor spaces create opportunities for human connection through artistic experiences.

"We are incredibly grateful to Nexans for this investment in community, creativity, and accessibility," said Lianne Carter, Executive Director of the Arts Centre. "Support like this plays a vital role in helping us create inclusive arts experiences and public spaces that bring people together. This partnership recognizes the important role that connection - through creativity, shared experiences, and welcoming public spac-



Left: New mural reveal at ECFTA, "Rooted Together", with artists from the Schoolhouse Art Collective, Nexans and ECFTA staff. Right: Nexans presents a \$60,000 sponsorship over 3 years to help build community at the Arts Centre.



es - plays in building a strong and vibrant community."

"Nexans is proud to support initiatives that strengthen community and celebrate local creativity," said Whitney Polkiewicz, HR Manager at Nexans Fergus. "The Outdoor Art Pathway and this new mural are wonderful examples of how public art can bring people together and create spaces everyone can enjoy. We are pleased to invest in projects that help foster connection, belonging, and community pride."

Partnerships like this one help ensure that

art remains accessible, welcoming, and deeply connected to community life - creating spaces where creativity flourishes and where people can come together to share experiences, build relationships, and celebrate the unique spirit of the region.

Find out more about the Arts Centre programs, activities and community impact at ecfta.ca