



2017 AMNA Nomination

Prepared By: Owner

Patron of the Arts Award

Organization/Business **[airdrielifemagazine](#)**

Contact Sherry Shaw-Froggatt

Type Other



Photo

Nomination

If a tree falls in a forest but no one is around to hear it... The same adage can be applied to airdrielifemagazine. While our city has some truly top notch talent, much of it would be overlooked if it weren't for airdrielifemagazine. This local and professional publication which sees a distribution level of approximately 31,000 is one of the primary factors in promoting arts & culture in our city.

They are always ready to donate extremely valuable advertising space in their editions to inform on, recognize and support our amazing citizens. Enlisting professional photographers, gifted writers and the keen eye of talented graphic artists have produced stunning articles about events and people that would be the envy of any major city.

In addition to their regular format, airdrielifemagazine also runs several special features such as the Amazing Women Awards, Men we Admire, and their annual Arts & Culture editions. They are the number one media sponsor for the SMARTstart program, ARTember and the Mayor's Night of the Arts. They routinely feature industry leaders in business, education and entertainment. Extremely proud of their city, it shows in every publication.

Having a magazine dedicated to championing its city, has transformed Airdrie from a bedroom community to a thriving metropolis with its own unique identity. Creating connections, setting trends and stimulating our local economy are just some of the benefits of their involvement in our community. We are extremely fortunate to have their continuing patronage and we want to say thank you for all their ground breaking and significant contributions.

Portfolio

<http://airdrielifemagazine.com/>

http://issuu.com/airdrielifemagazine/docs/al_fall2016website

<https://twitter.com/airdrielifemag>



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<https://www.facebook.com/airdrielifelife/>

Biography

Achievement

Since its inception in 2004 airdrielifelife has donated more than \$200,000 in ad space and even more editorially in promoting and developing the arts community in Airdrie.

From being a major sponsor of Creative Airdrie, ARTember, the AIRdirondack Art Project, to championing the Airdrie Festival of Lights, The Airdrie Pro Rodeo, SLAM (Supporting Local Airdrie Musicians), to putting a spotlight every arts genre available with regular features on musicians, artists, performers and events. airdrielifelife also features profiles of chefs and restaurants, fashion and promotes businesses that are creative and innovative.

airdrielifelife even devotes their entire fall issue to the arts, giving a voice and platform to the growing and flourishing arts environment.