

CANADIAN CULTURAL PROMOTION PROGRAM

The Canadian Embassy in Mexico has an active program for promoting Canadian culture, including music. One of its activities is promoting popular music groups. Canadian groups interested in Mexico can send a disc or video along with contact details for a manager or recording company. The embassy will evaluate the product and advise whether there is a place for it in the Mexican market. The evaluation is based on how creatively the work conveys a Canadian image. If the group is accepted, the embassy will prepare an itinerary for live appearances and meetings with the media, and will help with promotion and sponsorships. The embassy assists eight-to-ten popular music groups per year.

The embassy also assists classical musicians. For example, winners of the Canadian Music Competition — usually ten-to-thirteen year-olds — are matched with Mexican musicians to play in concert.

The embassy publishes *Canadá Artes* four times a year. As of November 1996, it is available on the Internet at <http://www.canada.org.mx/>. Half of the articles are written by Mexican artists who have studied in Canada, worked with Canadian artists or performed their works. The other half is written by Canadians. The publication disseminates information about cultural activities in Mexico and about Canada-Mexico exchanges.