

Cultural Centre and Meridian Credit Union announce gallery partnership



By Brock Weir

When banks and financial institutions see red, it is very rarely a good thing ? particularly for the client.

But, when Aurora's Meridian Credit Union saw red when they walked into the Aurora Cultural Centre, they saw an opportunity.

Since the Aurora Cultural Centre opened its doors four years ago, its first floor Red and Blue Galleries have provided an extra splash of colour to countless community events, art exhibits and meetings. This week, the Red Gallery gives way to the Meridian Gallery.

Representatives for the credit union joined Aurora Cultural Centre officials in the gallery Tuesday for the official unveiling of the newly rebranded gallery.

For the Cultural Centre, the move represents a vital and enduring community partnership.

?We are pleased and honoured to be in partnership with Meridian and celebrate the re-naming of the Red Gallery to the Meridian Gallery,? said Cultural Board president Frank Pulumbarit ?We see this as a significant commitment, not just to the Aurora Cultural Centre, but to arts and culture at large, and to the Town of Aurora.

?We look forward to welcoming the public in to enjoy the many exhibitions, classes, and community events that take place in this and any other spaces in the Centre. With this gallery naming, Meridian has truly taken a leadership role in bringing together the interests of the business and artistic communities for the betterment of Aurora.?

Purchasing the naming rights to the Red Gallery is the latest not just in Meridian's support for the Cultural Centre, but also their efforts to ?enhance? their profile in the Aurora community as a whole.

?We're particularly excited about this partnership because we believe in the Cultural Centre, and we have believed in it since its inception,? said Ann Boyle, Branch Manager of Meridian Credit Union. ?We have sponsored and attended many of their events and, really, when the executive approached us personally, I was thrilled and relayed that information to my corporate partners and [they agreed] because it supports what we want to do in the community.?

Ms. Boyle said she believes it is a particularly good fit between them and the Centre as it is also support that reaches students, seniors, and almost everybody that comes through the Cultural Centre's doors. Through their Good Neighbourhood program, they have continued to build awareness through the community.

At first glance, Meridian was approached by the Board with a list of naming options, but they chose the Red Gallery strategically

because it is often the starting point for many exhibitions, receptions, and community events. The deal is renewable after one year, but Meridian and Mr. Pulumbarit declined to disclose the final figures which secured them the naming rights.

?We're always looking for more opportunities [for community outreach],? said Ms. Boyle. ?We're hoping again to sponsor this year the Special Olympics. We're also looking to do something through the Town for the environment. We're just waiting to find out what is in this community and what this community itself is looking for. We put the word out there, we've had several requests, and we're filtering through them right now.?