

Doors Open Edmonton

July 9 to 11, 2010

Brought to you by REALTORS®

"Nobody opens more doors in Edmonton than your local REALTORS®"

The aim of **Doors Open** is to help people understand and enjoy their local architectural environment and encourage awareness of their built heritage.

Each year, **Doors Open** events open doors to buildings and facilities that are rarely, if ever, open to the public. Buildings chosen will be of architectural, cultural or historic interest and building owners will interpret the history, architecture and functions of their buildings.

Doors Open is an international festival started in France in 1984. In 2000, Toronto hosted the first **Doors Open** event in North America and now features 175 buildings with 250,000 visitors. Much smaller **Doors Open** events have been held in Edmonton over the past number of years but we anticipate that over 100 buildings will ensure that their **Doors Open** to over 15,000 visitors in Edmonton this year. There will also be a two-day seminar series and hundreds of residential Open Houses through the weekend.

The REALTORS® Association of Edmonton has contracted with the Edmonton and District Historical Society to operate **Doors Open Edmonton** and incorporate **Doors Open** as the opening weekend of the Edmonton and Northern Alberta Historic Festival. **Doors Open** is not just a public festival. It is a promotional platform for other events, companies and building sites. Extensive distribution of the Program Guide (35,000 copies) and promotion in *Real Estate Weekly* (50,000 copies) and other print and broadcast media (pending) will ensure partnerships with **Doors Open** are promoted and celebrated.

Doors Open welcomes your involvement as a participant, presenter, building host or sponsor.

- Take a tour or attend a **Doors Open** event. All activities are free.
- Design a presentation or a tour of your building or neighbourhood.
- Host a poetry reading, picnic, fair, debate or performance that matches the **Doors Open** aim.
- Write an article about architectural styles, history or technical issues.
- Submit a photograph that highlights our built heritage.
- Showcase an event or activity that will take place later in the summer.
- Sponsor an activity or event or advertise in one of our publications.

To book an Open Doors speaker or to discuss your involvement in **Doors Open**, call Wanda Bornn at 780-439-2797.



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Association of
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2010
HISTORIC
festival

doorsopenedmonton.ca