July 9th, 2019

MEDIA RELEASE

YORK REGION ARTS COUNCILS WELCOMES NEW EXECUTIVE DIRECTOR

YORK REGION – Today, York Region Arts Council (YRAC) Board of Directors announced the appointment of Sergei Petrov as the Executive Director of the Council, while also expressing their deepest appreciation to outgoing Executive Director Samantha Wainberg and Marketing Manager Divya Sinharoy for their unwavering dedication and leadership throughout their time with the YRAC.

"It is with great pleasure that the Board of Directors welcomes Sergei Petrov as the new Executive Director of the York Region Arts Council." said April Hoeller, Chair of the Board of YRAC. "With over ten years of experience working in leadership positions in creative and administrative capacities, he brings not only a valuable skill set to YRAC, but also a deep passion for arts and culture. We look forward to our work together, telling the story of York Region through the arts."

"I am beyond excited to step in and continue building on all of the cultural advancements that York Region Arts Council has made in the region since its inception in 2002." said Sergei Petrov, Executive Director of YRAC. "I look forward to working with the dedicated staff, Board of Directors, partners and stakeholders, to bring the best tools, programs and initiatives that will inspire, ignite and enhance this beautiful region through the power of culture and creativity. With deep passion for the arts and unwavering belief that it is the arts can help us shape the best future for our communities, I can't wait to meet passionate artists, advocates and local community leaders, to help advance creativity throughout York Region."

Mr. Petrov will oversee day to day operations of the organization, while working closely with the Board, staff and Regional stakeholders on several key strategic initiatives, such as undertaking a Creative State of York Region study, and elevating the level of arts and culture funding in the Region.
Sergei, a Masters of Law candidate in Global Professional Law of Leadership from the University of Toronto, currently teaches Arts Policies at Centennial College's Arts Management program. Sergei founded and led the Scarborough Worldwide Film Festival in 2012, with the aim to enhance the cultural landscape of the region by celebrating diversity and multiculturalism of our world, building it as the

biggest cultural event in Scarborough. For 5 years he volunteered as Vice-Chair Board of Directors at Scarborough Arts, eventually becoming the Executive Director, playing a key role in bringing Nuit Blanche, Scarborough Sign, and other staple cultural programs to the region.
As part of Canada 150 celebration, he was recognized by the Government of Canada as a Community Leader, and in 2015 was nominated for the Premier of Ontario Creative Arts & Design Award for his artistic and community work in the city.

Social Media:
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About York Region Arts Council

The York Region Arts Council (YRAC) is the only York Region-wide nonprofit charitable arts service organization focused on capacity building, creative place-making and community engagement in support of artists, arts organizations and creative entrepreneurs. www.yorkregionartscouncil.com

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