

Arts and culture

Commitment means support for the arts. In 2008, Sun Life Financial continued our commitment and support for the arts all across our nation, and we were proud to build on our *Making the Arts More Accessible*® program. Through this program, thousands of individuals, families and children who might not otherwise be able to experience the performing and visual arts, museums, exhibits, and other cultural offerings are empowered to do so. In 2008, Sun Life Financial provided more than \$1.3 million for arts and culture programs in Canada.

Sun Life Financial wins *Most Effective Corporate Program Award*

In 2008, we were honoured to receive the *Globe and Mail* Business for the Arts Award for the *Most Effective Corporate Program*. This was our second Business for the Arts Award, and was presented to our Company for our support of Canada's National Arts Centre (NAC). We sponsor the annual National Arts Centre Gala in support of the National Youth and Education Trust, the NAC's primary resource for engaging young Canadians in the performing arts – as audiences and as students. For the past three years, we have also been a Presenting Sponsor of the National Arts Centre *Roundtable on Mental Health and the Arts*. This important forum brings together leaders from media, medicine, business, philanthropy and public service to explore and debate the role of the arts in the current issues facing our youth. We are proud of our partnership with the National Arts Centre, and commend them for their commitment to the future of our youth. A reprint of our award citation is shown on the right.



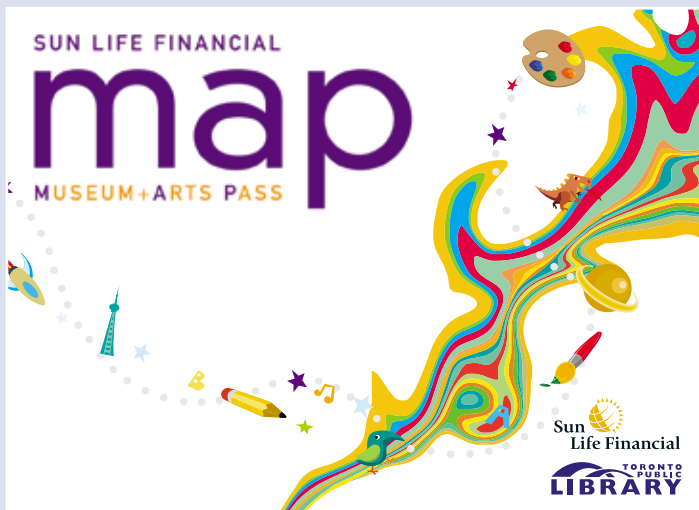
***Sun Life Financial
AWARD WINNER***

***Most Effective Corporate Program:
National Arts Centre***

“Since 2000, the National Arts Centre (NAC) and Sun Life Financial have nurtured a mutually beneficial partnership. The NAC’s national mandate and position as a leader and innovator in multiple fields of the performing arts allows Sun Life to provide comprehensive and wide-reaching support; enriching Canada culturally, and making a contribution to the health of our country as well. Sun Life’s investment in the arts through its leadership role in the NAC Gala, National Youth and Education Trust and Roundtable has given the NAC the means to provide meaningful outreach with a lasting impact on the lives of children across Canada.”

Darell L. Gregersen
CEO, NAC Foundation

Toronto Public Library – MAP Program



Sun Life's \$125,000 gift, the final instalment of our two-year, \$225,000 commitment to the Toronto Public Library Foundation, supported the continuation of the Sun Life Financial Museum + Arts Pass (MAP) Program.

As part of our *Making the Arts More Accessible* program, the MAP Program provides free family admission to many of Toronto's arts and cultural venues. Upon presentation of a valid adult library card, a MAP pass can be borrowed from all 99 Toronto Public Library branches. Many of these libraries serve some of Toronto's less privileged neighbourhoods.

Our support of this unique program makes it possible for families of up to two adults and five children to visit the Art Gallery of Ontario, the Bata Shoe Museum, Black Creek Pioneer Village, Casa Loma, the Gardiner Museum, the Museum of Inuit Art, the Ontario Science Centre, the Royal Ontario Museum, the Textile Museum of Canada, and a range of attractions included in the City of Toronto's Historic Museums.



ROYAL ONTARIO MUSEUM



First opened to the public in 1914, the venerable Royal Ontario Museum (ROM) is Canada's largest museum of natural history and world cultures, presenting galleries of art, archaeology and natural science exhibits from around the world. The ROM is committed to providing access to its extensive collections for people of all ages, from all walks of life – a commitment that aligns with Sun Life's own *Making the Arts More Accessible* program. In 2008, our gift of \$50,000 made possible *ROM Half-Price Friday Nights*, which offers half-price admission every Friday evening, providing affordable access to the museum's world-class exhibitions as well as lectures, presentations and concerts.

SOULPEPPER THEATRE COMPANY

Illustration: Edel Rodriguez

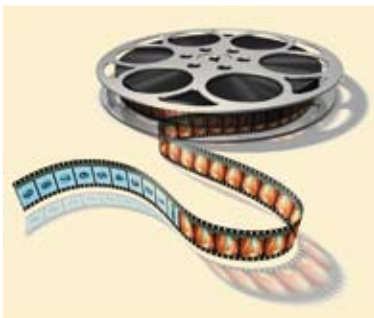


Program illustration for "Ring Round the Moon"

Celebrating its 10th Anniversary in 2008, Toronto's Soulpepper Theatre Company presents the world's finest theatrical classics with a distinctly Canadian perspective. This renowned repertory company also provides training for the next generation of theatre artists, and nurtures a

love of the arts through its Youth Access, mentorship and community programs for young people. Founded in 1997 by 12 of Canada's leading theatre artists, Soulpepper's growth over the past decade is unrivalled in Canadian theatre history. Sun Life is proud to be a Lead Sponsor of Soulpepper Theatre Company. Our 2008 donation of \$140,000 included support for the company's 10th Anniversary celebration, as well as covering full sponsorship of the *Sun Life Financial Rush Program*, which offers increased accessibility to outstanding theatre through discount tickets made available just prior to curtain time.

TORONTO INTERNATIONAL FILM FESTIVAL®



Film has evolved from its role as entertainment for the masses to take its rightful place as a respected art form. For more than three decades, The Toronto International Film

Festival (TIFF) has brought to Toronto the best of North American and international filmmaking talent. The Festival has grown to be one of the world's largest and most successful festivals, second only to the legendary Cannes Film Festival, and has become the premier showcase for presenting Canada's own cinema excellence on the world stage. In 2008, Sun Life's support of \$157,000 was directed to our sponsorship of the Contemporary World Cinema Programme, which presented 58 of the most acclaimed international films.

TAFELMUSIK AND OPERA ATELIER – A UNIQUE CULTURAL PARTNERSHIP

Photo: Johnnie Eisen



Ivars Taurins as Herr Handel

Tafelmusik Baroque Orchestra and Chamber Choir is Canada's world-renowned Baroque ensemble whose musicians perform on actual period instruments or on accurate replicas, faithful in design to the originals. Through its extensive touring,

recordings and broadcasts, Baroque performance is now made accessible to more and more appreciative audiences around the world.

Opera Atelier has earned a unique standing in the North American theatre community, and worldwide acclaim for its dedication to period performance and its outstanding productions of opera, ballet and drama from the 17th and 18th centuries. Opera Atelier also takes its extraordinary presentations to international audiences through its biennial tours outside of Canada.

During each performing season, these two extraordinary companies come together with special presentations – musical *tours de force* that significantly enrich Canada's cultural profile. In 2008, Sun Life was proud to support Tafelmusik as Season Sponsor, and Opera Atelier as both Season Sponsor and Surtitles Sponsor. Our total funding of \$161,700 to these two companies supported many important performances, including their partnered presentation of Mozart's *The Abduction from the Seraglio*.

Photo: Bruce Zinger



Carla Huhtanen and Cory Knight in *Ulysses*

OPERA CANADA



Photo: Michael Cooper

Opera Canada is the oldest publication in Canada devoted entirely to classical music. The magazine explores the development of Canadian opera, and celebrates the success of its performers around the world. This unique publication features calendars of events, provides valuable

information on artists and their recordings, and publishes regular international articles.

Sun Life's donation of \$60,000 in 2008 sponsored two celebrations slated for 2009 – *Opera Canada's* 50th Anniversary, which will include special anniversary features in each of its five issues, and an Awards Gala to be held in the fall that will recognize and celebrate outstanding achievements in the development of opera in Canada.

KITCHENER-WATERLOO SYMPHONY



Formed in 1945, the Kitchener-Waterloo Symphony performs more than 90 concerts each season to a total audience of 90,000. Considered a musical treasure in its community, the Symphony provides school programs, performs free concerts at hospitals, soup kitchens and seniors' homes, and supports the important Youth Orchestra Program. In 2008, Sun Life contributed \$60,000 as Season Sponsor of this exceptional organization.

VANCOUVER ART GALLERY

Now in its 78th year, the Vancouver Art Gallery presents exhibitions of work ranging from the historic masters to leading-edge contemporary artists including many of Vancouver's own internationally respected artists. The Gallery's permanent holdings of close to 10,000 works of art include the world's most extensive collection of the work of legendary British Columbia artist Emily Carr. In keeping with our *Making the Arts More Accessible* program, in 2008, Sun Life donated \$30,000 to the Vancouver Art Gallery to support its "Tuesday Evenings By Donation" program, which enabled some 22,000 people to visit the gallery by making a modest donation.

CANADIAN INTERNATIONAL ORGAN COMPETITION



Montreal was the scene of the inaugural Canadian International Organ Competition – the only international organ competition held in the Americas in 2008. Fifteen competitors from 11 countries gathered to compete on three of the city's magnificent pipe

organs – two Cassavants at the Notre-Dame Basilica and St-Jean-Baptiste Church, and the Beckerath at the Immaculate Conception Church. The competition brought an international focus to Montreal's heritage as a major North American centre for pipe organ music. Sun Life Financial was a founding partner of this competition, and sponsored the closing gala with a gift of \$30,000.

MANITOBA OPERA

Now in its 40th year and gaining a growing and appreciative audience, Manitoba Opera is that province's only full-time professional opera company. With its complement of the best local talent as well as international artists attracted by its excellent reputation, the company also performs beyond Manitoba's borders, serving a region that includes northwestern Ontario, Saskatchewan, and the U.S. Dakotas.

Sun Life's donation of \$20,000 as Surtitles Sponsor, part of our *Making the Arts More Accessible* program, provides overhead English language translations of the performances being sung, providing audiences with greater enjoyment through better understanding.