

Great Aarhus 2017 excitement over donation from the Salling Foundations

Today, European Capital of Culture Aarhus 2017 is pleased to receive the good news that Købmand Herman Sallings Fond donates 20 million DKK to The Aarhus 2017 Foundation.

Managing Director of Aarhus 2017, Rebecca Matthews, is overjoyed by the support from Købmand Herman Sallings Fond:

"We are very grateful for this donation from Købmand Herman Sallings Fond. The donation represents a major proportion of our revenue target from funds and sponsors, so this is an exciting and very important step for the 2017-project," says Rebecca Matthews.

The Aarhus 2017-Director is confident that the donation from Købmand Herman Sallings Fond will create a snowball effect on businesses in Aarhus and the rest of the region:

"The Salling Foundation's donation serves as an endorsement of our ambitious project and will hopefully inspire other potential business partners to collaborate with us. With Købmand Herman Sallings Fond as a strong partner, I predict a bright future for the European Capital of Culture Aarhus 2017," says Rebecca Matthews.

The Managing Director explains:

"Salling is a very important contributor to cultural life in Aarhus. The generous donations from Købmand Herman Sallings Fond are of great importance to the city, and we are very pleased that Aarhus 2017 has been benefited by them also," says Rebecca Matthews.

Aarhus 2017 is budgeting with 100 million DKK in revenue from sponsors, funds and the EU, so the 20 million DKK from Købmand Herman Sallings Fond is a very significant contribution for The Aarhus 2017 Foundation, which will continue to focus on the task of raising further income from collaborators.

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