

PRESS RELEASE

Aarhus, August 20. 2014

The Tuborg Foundation donates millions to Aarhus 2017

Between 2014-2018 Aarhus 2017 rethinks the classic concept of volunteering, culminating in 2017 where Aarhus is The European Capital of Culture. The Tuborg Foundation supports this with 2,700,000 DKK.

Volunteerism in Denmark is absolute world class. Now Aarhus 2017 wants to develop and build on the voluntary work and make it even better, and what is special about the European Capital of Culture is that it extends over an entire region and over a full year.

Being European Capital of Culture is a unique possibility to investigate and test how we can use and further develop the huge amount of knowledge and experience that exist in the field of volunteering in Denmark. The goal is to strengthen the area and work towards a progressive development in volunteering – also in the years following 2017.

Therefore, it is with great appreciation and gratitude that the Aarhus 2017 Foundation has received the news that the Tuborg Foundation will support the activities concerning volunteers in the years 2014-2018 with 2,700,000 DKK.

Rebecca Matthews, Managing Director of Aarhus 2017, is very enthusiastic about the news:

“Denmark is a country full of enthusiasts with a great tradition for volunteering. We look forward to continually rethink and develop this tradition. With Tuborgfondet as partner Aarhus 2017 now has the possibility of forming a broadly based and unique volunteering programme that will change the way we consider volunteering many years after Aarhus is European Capital of Culture in 2017”, says Rebecca Matthews.

Peter Moe Rasmussen, Associate Director of the Tuborg Foundation, is looking forward to the collaboration with Aarhus 2017:

“Now the state, the region and the municipalities have all backed Aarhus 2017 financially; so I think it is time that the private funds and businesses lend their support. The volunteer programme is a perfect match for the Tuborg Foundation, as the fund traditionally donates money to the voluntary sector. The foundation plans to follow the project closely, since it is quite revolutionary working with volunteers over a timespan of years, involving a whole region. I believe that Aarhus 2017 will elevate the standard for voluntariness; a standard that will hopefully leave its mark both nationally and internationally”, says Peter Moe Rasmussen.

The programme will involve as many as 500 'core volunteers' from the 19 different municipalities in Region Midtjylland. Hereafter, many more will be invited to join Aarhus 2017 as volunteers, although investing slightly less time than the 'core volunteers' do. Furthermore, Aarhus 2017 will collaborate with organizers of festivals, events and sports, thereby securing years and years of experience working with volunteers. These collaborations aim at developing and strengthening the work with volunteers, thus benefiting future event organizers.

TUBORGFONDET

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