

FOR IMMEDIATE RELEASE

Mississauga Arts Council announces the winner of the 2024 Arts for Mental Health Award

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Groove for the arts at the 2024 MACsquerade Disco Inferno! Arts Fundraiser - Tickets are on sale NOW!

Mississauga, ON - October 8, 2024

Mississauga Arts Council (MAC) is pleased to announce the winner of this year's Arts for Mental Health Award, exceptional community leader, philanthropist, entrepreneur, and Founder of V Serve Canada, **Anu Srivastava**. Sponsored by Bell Canada, this influential award recognizes the work of individuals and groups who have significantly contributed to arts for mental health initiatives. It is presented at MAC's arts fundraiser, the **MACsquerade Disco Inferno!** on **November 28th, 2024, at Le Tréport Wedding & Convention Centre**.

"This award recognition reaffirms my commitment to showcasing the transformative power of the arts on mental health and wellness through our work at V Serve Canada," says **Anu Srivastava, 2024 Arts for Mental Health Award Winner**, "I am inspired to continue my journey of advocating for the arts as a vital tool for fostering healing, connection, and community well-being in Mississauga."

"Anu's many years of dedicated service championing the creation of organizations focused on community wellness through arts, music, and culture is outstanding," compliments **Mike Douglas, MAC's Executive Director**, "Her impressive achievements include founding V Serve Canada, a nonprofit focused on community wellness through arts, music and culture, the Living with Wellness Festival, and years of committed service to nonprofit organizations, including raising \$14 million for Trillium Health Partners. Congratulations Anu, we commend you for your works and are honoured to recognize them."

All are welcome to congratulate Anu at the Arts for Mental Health award presentation at the **MACsquerade Disco Inferno!** on **November 28, 2024, at Le Tréport Wedding & Convention Centre**. Wear your black-tie best with a disco twist for this fun-filled fundraising gala featuring far-out musical performances, dancing, an open bar, a

delicious gourmet four-course dinner, and exciting live & silent auctions in support of Mississauga's vibrant arts community.

Tickets are on sale now! Don't miss out on your chance to attend this highly anticipated event supporting the arts. Tickets are \$175 and a full table of ten is \$1,500 - saving \$250! **Learn more and get tickets:** macsquerade.eventbrite.ca/?aff=pr

Funds raised at the event directly benefit MAC's programming including [ArtsCare](#) - therapeutic arts programs to benefit those suffering from mental health conditions, impactful [MicroGrants](#) supporting local artists' projects, and [Sauga Arts HUB](#) which fosters creativity and professional development for local artists.

About Anu Srivastava

Anu Srivastava is the Founder of V Serve Canada, an organization dedicated to promoting community wellness through arts, music and culture. As a community leader and philanthropist, Anu has provided exceptional leadership to many not-for-profit organizations including Panorama India and has helped raise \$14 million for Trillium Health Partners. Anu is also actively engaged in Education and Women's Welfare, managing her own sponsored project of educating 100 underprivileged girls. The professional journey of Anu Srivastava includes two decades of contribution as a senior finance officer in the Municipal Government and Hospital sectors. Anu is currently an active board member of the College of Surgeons of Ontario (CPSO) and is the recipient of Queen's Platinum and Queen's Diamond Jubilee Awards; Leading Women Building Communities by the Premier of Ontario; Jewels of India: Leading Indo-Canadian Personalities, and City of Mississauga's Heritage Chairman's Award.

About V-Serve

V Serve Canada, a federal nonprofit founded in 2019, is dedicated to enhancing community wellness, especially among vulnerable groups. They believe that Art, Music and Culture are catalysts for social well-being and growth. Their mission is to leverage the transformative power of art to create a positive impact nationwide. V-Serve's initiatives include; HeARTful Living Workshops bringing arts to seniors, using creative experiences to build community and fight loneliness among participants, Your Health Matters with Trillium Health Partners panel event with invaluable preventative health tips and resources delivered by esteemed community physicians, and the annual Living with Wellness Festival, a festival that embodies the spirit of togetherness, wellness, and cultural appreciation. Learn more: vservecanada.com

About Living with Wellness Festival

Living With Wellness Festival is a community festival held at Celebration Square in Mississauga founded by Anu Srivastava in 2021 and organized by V Serve Canada, a not-for-profit organization. Living With Wellness Festival is focused on wellness through arts, music, and culture. The festival further connects the community with artists, performers, vendors and small businesses. Living With Wellness Festival not only emphasizes the powerful role of arts in promoting health and wellness, but also showcases local and international artists, food, and family-friendly activities. A notable Living with Wellness collaboration is with Trillium Health Partners, enhancing the festival's focus on wellness. Learn more: vservecanada.com/lww/2024

About MAC's Arts for Mental Health Award:

MAC's Arts for Mental Health Award recognizes leaders and organizations which improve the health of individuals through arts programs and activities. Sponsored by Bell Canada, this award is presented annually at the MACsquerade Ball to celebrate the achievements of individuals and organizations who are making a difference in our community. Previous winners include Mind Forward Brain Injury Services (2018), Anna Silgado (Artists in Momentum, 2019), Susan Ksiezopolski (WriteWell, 2021), Dr. Colin Saldanha (ArtsCare, 2022), Sybil Rampen (Joshua Creek Heritage Art Centre, 2023). Learn more: macarts.ca/a4mhaward

About MACsquerade Ball

MACsquerade Ball is Mississauga Arts Council (MAC)'s annual principal fundraising event of the year for the organization. Each event is a unique themed gala and features talented Mississauga performers, live and silent auctions, and leading creative and distinguished business and political leaders joining forces to lift the creative reality of life in Mississauga. Learn more: macarts.ca/macsquerade

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For more information about MAC's Arts for Mental Health Award or MACsquerade Disco Inferno!, please contact:

Sherri Parliament

Communications Manager, Mississauga Arts Council

sherri@macarts.ca