



PORTUGUESE CANADIAN
HISTORY PROJECT
| PROJETO DE HISTÓRIA
LUSO-CANADIANA

Fundraising campaign and future initiatives - Press Release -

It has been seven years since the Portuguese Canadian History Project (PCHP) was founded by two young scholars researching the history of Portuguese immigrants and their descendants in Canada. Today, our team includes four directors – Gilberto Fernandes (Ph.D. History, York University), Susana Miranda (Ph.D. History, York University), Raphael Costa (Ph.D. History, York University), and Emanuel da Silva (Ph.D. Sociolinguistics, University of Toronto) – and our objectives are two-fold: 1) to preserve the collective memory of Portuguese Canadians, and 2) to democratize access to historical knowledge. Over the years we have developed a close partnership with the Clara Thomas Archives & Special Collections (CTASC), York University Libraries; transferred eight important collections of historical records to the CTASC; assisted in the processing and digitization of these collections; launched a website with online history exhibits and galleries; curated a travelling photograph exhibit and heritage walk attended by thousands of Torontonians at multiple venues; delivered public lectures for students and local community audiences; published popular and academic articles; connected with local, national, and international stakeholders; offered consulting services to public history organizations; and inspired the creation and development of other ethnic archival outreach initiatives.

Our work has garnered much praise from academics, archivists, heritage advocates, and other ethnic groups for our egalitarian goals, organizational principles, and outreach methods. Having earned such a favourable reputation and developed an extensive network of willing partners with a wealth of expertise and resources, **we are now ready to assume a leadership role in the broader effort to ensure the preservation and public education of Canada's immigration history.** Recognizing our potential for building bridges, fostering research, and advancing social and cultural equity, **York University has decided to raise the funds necessary to host the PCHP for an initial five-year period**, and provide us with the logistical means to realize our ambitious vision. The support of a prominent Canadian university will also **allow the PCHP to raise the profile of Portuguese Canadians, highlight their diverse identities and experiences, and ensure that their legacy carries well into the future.** We invite everyone to look at our **five-year strategic plan, *Preserve, Share, Explore*** – available here: <http://bit.ly/1IXbppa> – and learn more about our overall vision, specific projects, projected costs, and operational details.

We are officially launching our fundraising campaign with a **reception at the IC Savings branch in Little Portugal (1168 Dundas St. West), on June 6, starting at 2pm**, and repeating at **4.30pm** for those who cannot attend the first session. The guests include various political, business, cultural and civic leaders in and outside Toronto's Portuguese-Canadian community. Their endorsement confirms the overall reach and public interest of our mission.

Besides coinciding with the Dundas West Fest, this reception will follow our **Heritage Toronto walking tour "Portuguese Toronto" on June 6, starting at 10am at Bellevue Square (Denison Sq. and Augusta Ave.), and ending at Trinity-Bellwoods Park around 12pm**. Last year we led close to one hundred tour participants through the streets of Kensington Market and Portugal Village, where we explored the community's landmarks of home, work, play and worship – both past and present. For more information about this heritage walk, visit our blog here: <http://bit.ly/1I22XZW> and our online companion here: <http://bit.ly/1xla0rs>

We are also pleased to announce that **we are taking our traveling photograph exhibit "The Portuguese in Toronto, 1953-2013"** – originally created for the 60th anniversary of Portuguese mass migration to Canada – **to the Museum Strathroy-Caradoc**, where it will be on display **from July and October 2015**. This event also marks the beginning of what we expect will become an ongoing **partnership between the PCHP and the Gallery of the Portuguese Pioneers**, which has agreed to lend several artifacts in its collection for this exhibit. Also participating in **the exhibit's launch on July 9** are **Portuguese-Canadian author Anthony de Sa**, who will talk about his 2014 novel *Kicking the Sky*; and the **musician and instrument-maker Nuno Cristo**, who will perform a few songs and do a brief presentation on the *cavaquinho* (ukulele) in the context of music in the Portuguese diaspora. We hope this is the first of many PCHP excursions to other Portuguese-Canadian communities outside Toronto.

For more information about the PCHP, please visit our blog: <http://archives.library.yorku.ca/pchp/> follow us on Twitter (@PCHP_PHLC), or contact us directly at prtcan.history@gmail.com; 647 504 4496

Sincerely,

Gilberto Fernandes, Susana Miranda, Raphael Costa, and Emanuel da Silva