

# CNE Archives Project

Help us achieve our \$100,000 goal to save priceless CNE images



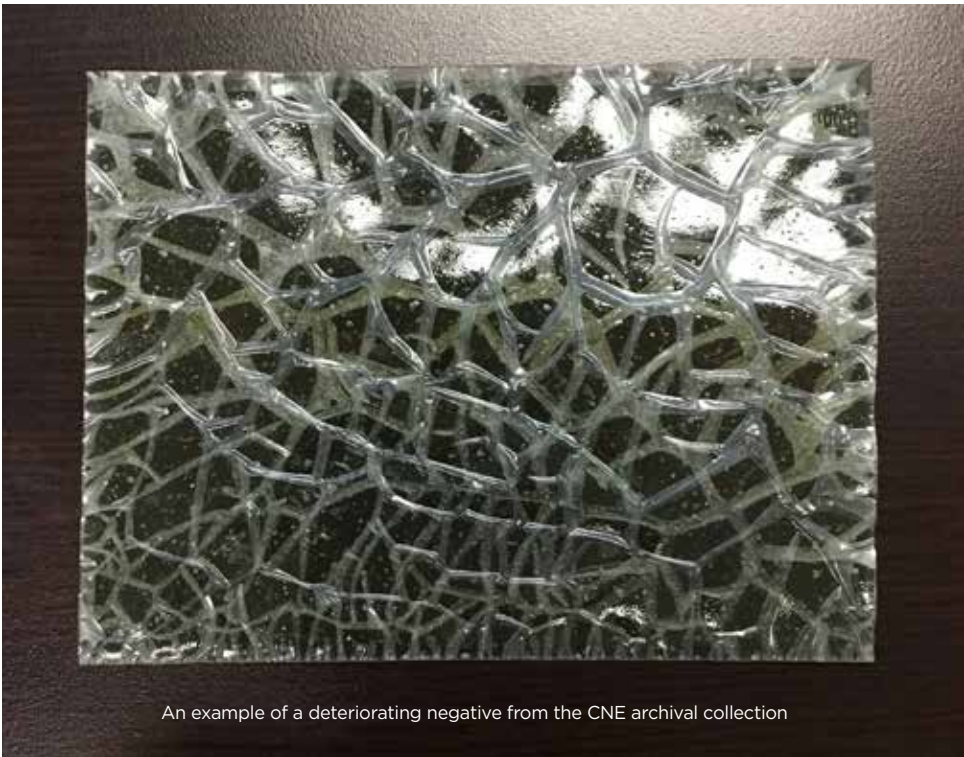
From first job, to first date, to memories of the lights, sounds and delicious smells of the midway, personal connections with the Canadian National Exhibition span generations. At the CNE Foundation, we are committed not only to the preservation and protection of the rich archival collection of this cherished community tradition, we are dedicated to sharing this incredible collection with the public.

The CNE archives collection reflects the rich 140-year history of the Canadian National Exhibition. We are in the process of creating a digital archive of the collection, however, it's a race against time. Thousands of our images are under the threat of being lost and we need to digitize them now to preserve these priceless images for future generations.

With your financial gift, we can raise the \$100,000 needed to complete Phase 1 of our new *CNE Archives Project*. Through this campaign, we aim to fund the digitization and storage of the Alexandra Studio Fonds, which is significant in the CNE's institutional memory.

Alexandra Studio was a well-known Toronto-based photography firm, active from 1911 to 1976. In its heyday, the studio captured thousands of photos of life in old Toronto. Comprised of 109,032 photo negatives, the CNE portion of the Alexandra Studio Fonds captures a visual record of the iconic CNE through the years 1947 to 1976. Unfortunately, the collection's cellulose acetate negatives are suffering from Vinegar Syndrome, which causes them to crack and lose the content.





An example of a deteriorating negative from the CNE archival collection

# Help save the CNE’s history for future generations

We’ve begun the painstaking process of digitizing our collection, but we need specialized equipment and experts to help us. With your financial gift, you’ll help support this important work. Donations of every size count.

Looking ahead, we’d like to share these photographic treasures with the public, during the CNE and in the broader community, in future campaigns.

## CNE Archives Project



### Phase 1

Campaign to raise the \$100,000 needed for the digitization and storage of deteriorating photo negatives

### Phase 2

Future campaign to support an archival exhibit at the CNE of the digitized collection\*

### Phase 3

Future campaign to enable a community initiative to share the digitized collection with the public\*

\* Details to come

With your support, we can ensure the rich history of the CNE is protected and can be enjoyed by many generations to come.

To make a donation in support of the *CNE Archives Project*, please visit: [cnefoundation.com/donate](http://cnefoundation.com/donate)

**Ask us today how you can support the CNE Foundation’s *CNE Archives Project* with in-kind products and/or services.**

### About the CNE Foundation

The Canadian National Exhibition Foundation is a public foundation and registered charity. Recently relaunched, the CNE Foundation funds programs to make a positive impact on the lives of individuals and the community in support of its vision: “Empowering community. Improving lives.”

To learn more about the CNE Foundation and our programs, or to make a donation, please visit: [cnefoundation.com](http://cnefoundation.com).