



PRESERVING
CULTURE
ENABLING RESEARCH
**ACHIEVE TAX
FREEDOM**



VINTAGE ICONIC ARCHIVES



Introducing THE VIA PROJECT - the most innovative tax saving opportunity ever offered in Canada.

VIA provides Canadians substantial tax relief and the opportunity to collect and preserve vital cultural resources in Canada.

See how VIA can benefit you - It's simply the most compelling opportunity available today.

YOUR POWER TO PURSUE TAX FREEDOM



YOUR BENEFITS

- Achieve financial freedom by increasing cash-flow today.
- Put tax dollars back into your pocket where they belong – **up to 240% Cash Benefit!**
- Emulate the successful tax and estate planning tools of the wealthy.
- Increase your valuable assets today and in the future.
- Proudly support the Arts and Culture in Canada with vital cultural and educational resources.

CANADA'S BENEFIT

- Unparalleled cultural resources are preserved and made available for study and appreciation.
 - Canada's stature and leadership in the international community is greatly enhanced.
 - Public institutions receive the critical support they require to survive and flourish.
 - The awareness and appreciation of the Arts and Culture in Canada is increased significantly.
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ARCHIVES

Sovfoto/Eastfoto Photographic Archive

- Has been recognized since 1932 as the preeminent and most complete photographic portrayal of photojournalism from the Soviet sphere of influence in the 20th century.
- It is the only one of its kind outside of the state archives in Moscow.
- An exceptionally strong precedent of the archive's cultural and monetary value in Canada.
- Represents a rich, visual depository for interdisciplinary studies, including photography, sociology, psychology and history, and its value is significantly enhanced by the captions that accompany the majority of the prints.
- Only the VIA Project will assure the long-term conservation and appreciation of the archive as an invaluable cultural resource in Canada.

The *Chicago Tribune*/*American Press* Photo Archive


- Represents a broad visual record of the events and people who influenced the course of regional, national and world history across the 20th century.
- Provides an unusually rich and complete narrative for the rise to prominence and evolution of a vibrant urban center in North America.
- The breadth of coverage, remarkable condition and quality of the photographs are unprecedented.
- The associated resources – clippings files, captions, micro film and card catalogues – exponentially increase the archive's value as a resource.
- This unrivalled value for research and study may prove to be its most defining and enduring feature.

ARCHIVES

Since the advent of analogue photography more than 150 years ago, the photograph has been the principle record of civilization - a passport to our collective memory and history. However, there is currently a vital need to safeguard the enduring legacy found in the vintage photographic record. There are a number of leading Canadian educational institutions which possess the desire, ability and capacity to preserve these invaluable cultural and artistic resources while making them available for all to cherish.

PRESERVE OUR HISTORY

While none of these institutions have the financial resources necessary to purchase these artifacts for their personal collections, Via makes it possible for individual Canadians to play a vital role. As collectors first, and thereafter as donors, we can ensure the preservation of these captivating and immensely valuable artifacts, while receiving significant personal tax benefits in the process.



The **V**intage **I**conic **A**rchives Project is built upon a proven and successful model, with a team of experienced experts and leaders drawn from the Canadian Arts & Culture, Business and Legal Communities.

KEY FEATURES OF THE THE VIA PROJECT

- The most effective way to put money back into your pocket –
up to 240% Cash Benefit!
- VIA is a powerful and unparalleled tax and financial planning tool.
- Gain exclusive access to truly remarkable and valuable collections.
- A tried and true model of success.
- Acquire and preserve valuable pieces of our collective history.



VINTAGE ICONIC ARCHIVES

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COLLECT
DONATE
PROSPER

