



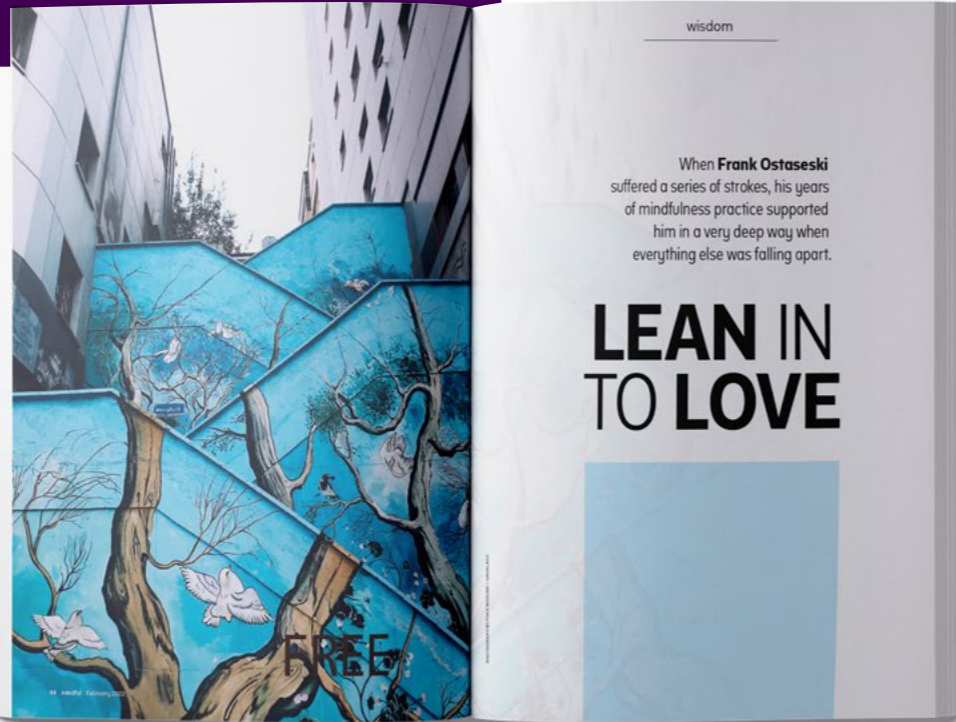
# Spencer Creelman

ART DIRECTION + DESIGN + ILLUSTRATION



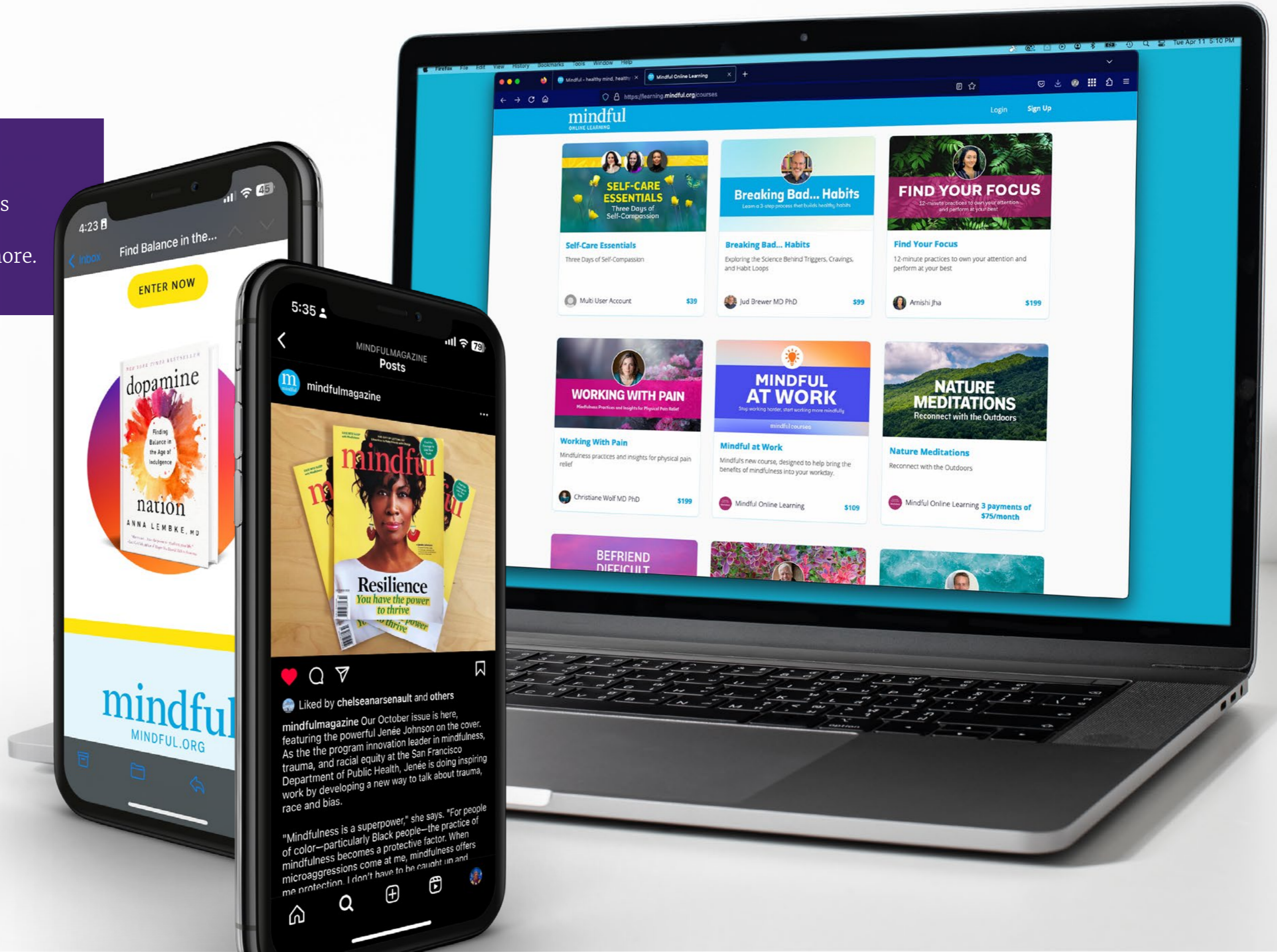
# MINDFUL MAGAZINE

7 years of art direction, layout and illustration for the premier mindfulness-focused magazine, reaching over 100k readers bi-monthly.



# MINDFUL.ORG

Digital design for campaigns across numerous platforms including email promotions, social media, web journalism, digital courses and more.



# QUEER ACTS

Promotional material for Queer Acts Theatre Festival, the only multi-day LGBTQ theatre festival in the Atlantic Canadian provinces.

**Queer ACTS**

Queer Acts is a new multi-theme festival. It's a celebration of LGBTQ+ theatre and performance. It's an opportunity for us to showcase the talents of our members and the community. We're proud to have a festival that is both fun and meaningful. We're proud to have a festival that is both fun and meaningful. We're proud to have a festival that is both fun and meaningful.

**Festival Organizers**  
 Alex Bell - Festival Director  
 John Goss - Assistant Festival Director  
 Chuck Leonard - Festival Organizing Assistant

**Board of Directors**  
 Arvid Baker - Chair  
 Lisa Dickson - Treasurer  
 Chris Gendron - Secretary  
 Robert Chalmers - Vice Chair  
 Kevin Kishner

**Castrati: An Electro Drag Opera**  
 written by Aaron Cohen, Katherine Zelenak  
 directed by Jay Whitehead & Blake Wilton

**"Friend" "Like" #Me**  
 written by Gavin Crawford & Kyla Topley  
 directed by Kyla Topley

**Many Loves**  
 written by Michael Lake  
 directed by Ann Marie Kerr  
 music by Olivia McGinn

**Sit on my Face, again, the res-Erection**  
 written by Meredith Higgins, Connor Purdy, Xavier B. Gould, Lara Lewis, Jessica Macdonald, Jacques Dubé, Arvid Baker, Arvid Higgins, Arvid Higgins, Erin McKay, Allison Darling, Sam Norko, & William L. Lewis  
 directed by Allison Darling, Bill Wood, Meg McKay, Garry Williams, Lara Lewis, Heidi Lewis, Grace Marie, Sam Norko, & Jacques Dubé

Queer Acts Theatre Festival  
 July 13 - 17, 2016

Get in bed with Queer Acts

Twittering someone else's story explores the brief encounter

Note:

- Festival pass allows the holder admittance to one performance of each production.
- Festival pass purchase does not guarantee admittance.
- A portion of the seats for each performance are held for pass holders until ten minute prior to the show. Seats not claimed by pass holders then become available to the general public.
- Pass holders must show the ticket taker their pass to gain entry.
- For more information please visit [QueerActs.com](http://QueerActs.com)

**HANDS OFF**  
 This pass belongs to the fantasti

Canada Council for the Arts / Conseil des arts du Canada  
 NOVA SCOTIA  
 HALIFAX / Halifax PRIDE / CKDU 88.1 FM

**Queer ACTS**

**JULY 13 - 17, 2016**

IT ON MY FACE  
 PANTY MONIUM

**Queer ACTS**

Queer Acts Theatre Festival  
 July 13 - 17, 2016

Get in bed with Queer Acts

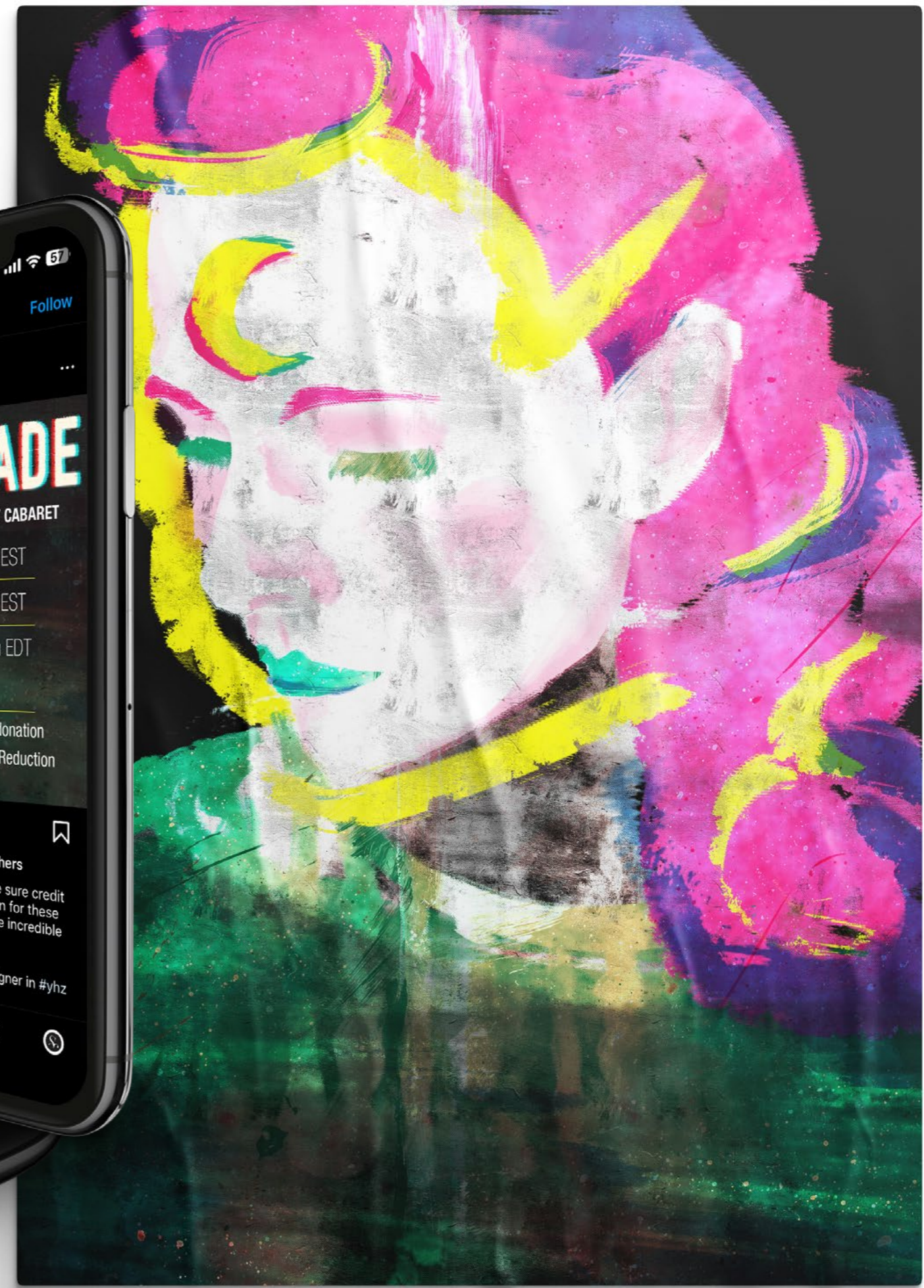
Twittering someone else's story explores the brief encounter

**Queer ACTS**

Queer Acts Theatre  
 July 13

## RETROGRADE

Digital promotional material for an online, cosmic and karmic theatrical cabaret fundraiser for Prairie Harm Reduction.



# ECOLOGY ACTION CENTRE

Repair, Recycle, Ride: A How-to Guide for Creating Community Bike Repair Spaces created for physical and digital distribution.



## Why Cycling is Important?

### Environmental Impacts

Transportation in Nova Scotia accounts for 30% of the province's Green House Gas (GHG) emissions<sup>1</sup>. Encouraging more people to cycle, either as a primary mode of transportation or recreationally, can contribute to the goal of reducing GHG emissions from this sector and creating more resilient and sustainable communities. By increasing access to bike repair spaces and safe cycling education, we reduce barriers to cycling and encourage more people to choose cycling as an active and sustainable mode of transportation.

### Health & Wellness

Cycling is a great way to integrate movement into your daily life. Nova Scotia's Let's Get Moving framework focuses on integrating active living into people's daily routines due to the rise of sedentary lifestyles within the province. Cycling for recreation or transportation is an accessible way to add daily movement and benefits both physical and mental health<sup>2</sup>. It is a low-impact aerobic activity that is gentler on the body and reduces the risk of injury, increasing cardiovascular health.<sup>3</sup>

<sup>1</sup> Provincial and Territorial Energy Profiles, Nova Scotia, 2022  
<sup>2</sup> Waygood, E.O.D., Friman, M., Olson L.E., Taniguchi, A. (2017) 'Transport and child wellbeing: An integrative review', *Travel Behaviour and Society*, vol. 9, pp. 32-49



## Gaining Support

Engaging with the community is a crucial aspect of starting a community bike repair space. By having conversations with stakeholders, you can assess the resources your community already has and identify what is still needed<sup>3</sup>. Key conversations could include reaching out to bike shops, recreation centers, community-based organizations, and Mi'kmaq/Municipal Physical Activity Leaders (MPALs). These conversations can help determine whether this project is worth pursuing for your community and allow you to build the necessary networks and find support to succeed. By engaging with your community from the outset, you can ensure that your bike repair space meets the needs of the people it serves and becomes an integral part of the community's cycling culture. Start off small! You can gauge the level of interest of such a space through

events like a bike training workshop, bike swap day, or yearly, monthly or weekly repair days. All this can help get the ball rolling and figure out what form of bike repair space would suit your community best.

Conducting a needs assessment is another valuable tool to identify the strengths and weaknesses of your community and determine the resources available to you. This analysis can help you develop new strategies and move forward with greater clarity and purpose. However, conducting a needs assessment may require significant time and resources from volunteers or staff and may not be feasible for all communities. If it is feasible for your community, a needs assessment can be a valuable step towards building a stronger and more successful bike repair space that meets the unique needs of your community.



## Ecology Action Centre

...positive impact on health and the environment, the environment, and building community connections. Additionally, we will examine local case studies to showcase successful community bike repair initiatives and provide tips on gaining support, funding opportunities, volunteer management, and provide links to basic bike repair videos and resources.

Our goal is to inspire and encourage you to create a community bike repair space that will serve as a valuable resource for your community, and promote cycling as a sustainable, healthy, and fun mode of transportation. So, let's start the process of repairing, recycling and, riding!

## What is a Community Bike Repair Space?

A Community Bike Repair Space is a communal area where people can learn about bike repair and maintenance, and access tools and resources to fix their bikes. These spaces are typically run by volunteers who have a passion for cycling and want to share their knowledge and skills with others. The creation of these spaces can be inspired by the distance, lack of accessibility, and cost of bike shops and bike mechanics nearby. These spaces can be a much-needed resource that exists locally and provide access to these services for community members.

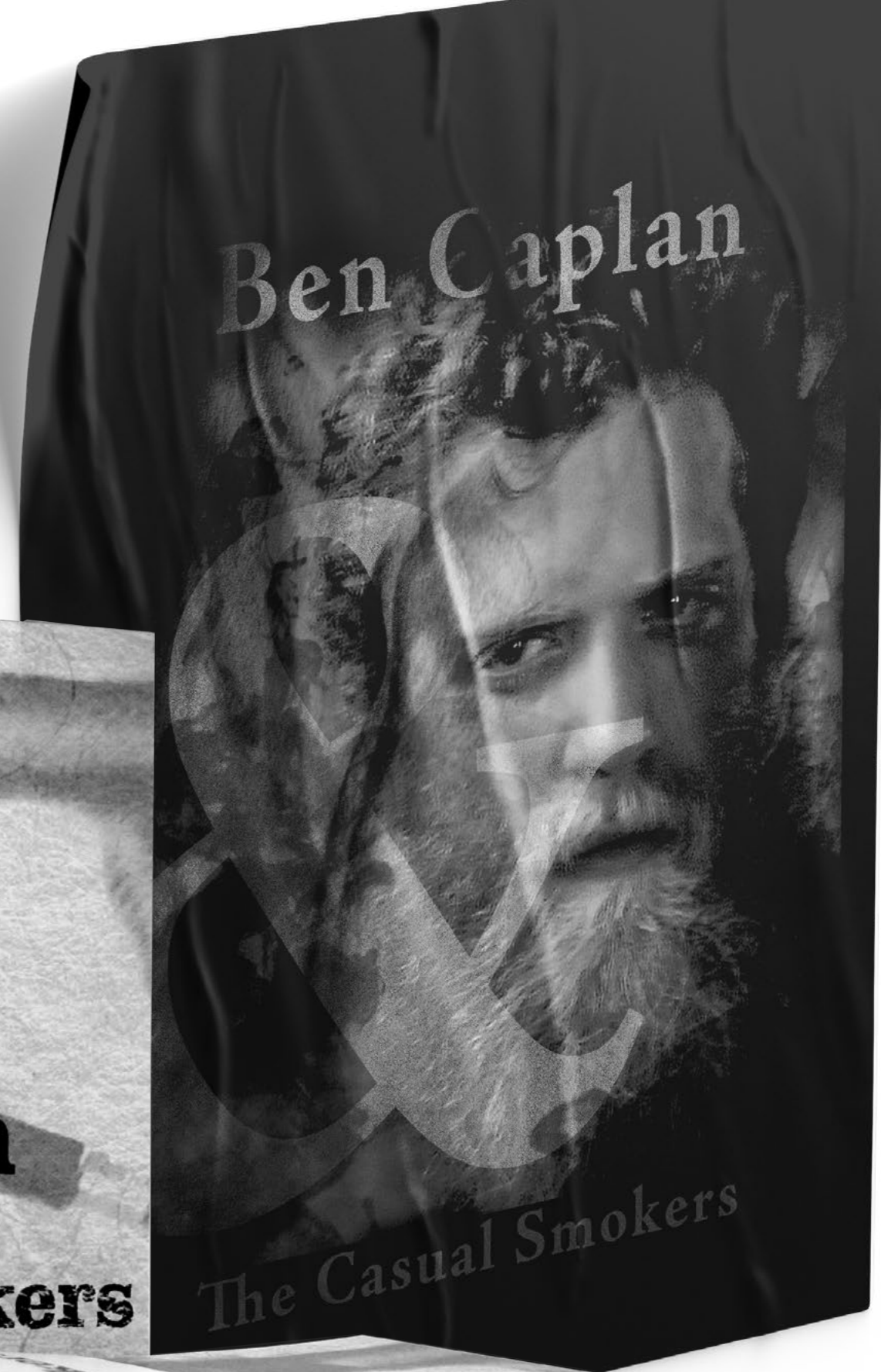
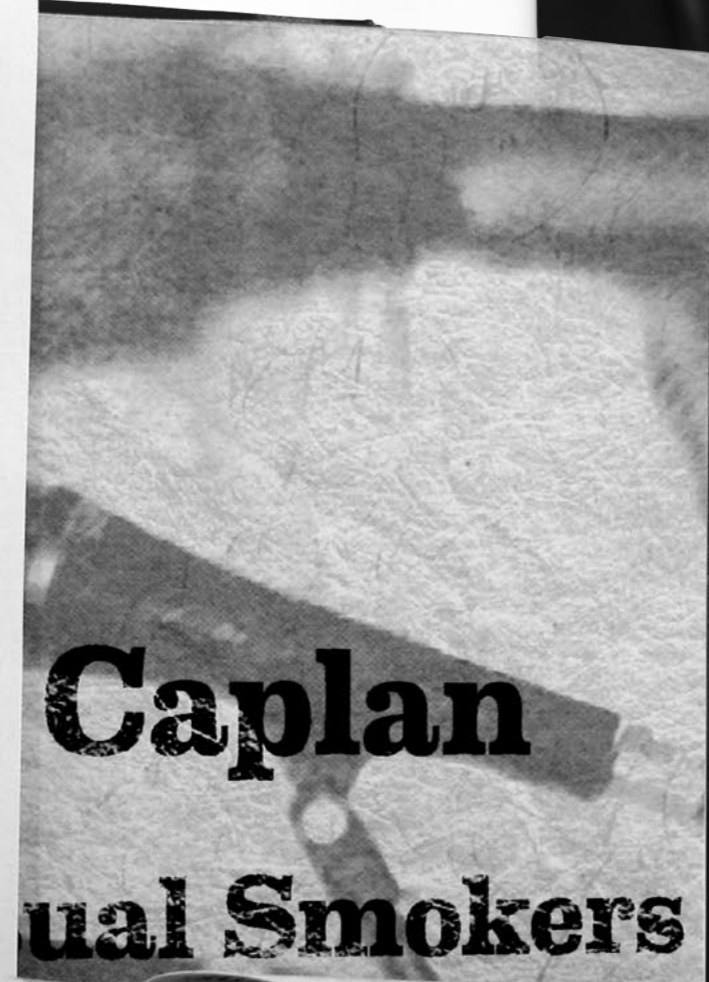
Community Bike Repair spaces provide an opportunity for people to learn about bike repair, maintenance, and safe cycling education. They often offer a range of services, from basic repairs and tune-ups to more advanced repairs. The range of services depends on the know-how of volunteers/personnel present. Overall, the spaces provide an opportunity to foster and maintain a culture of active and sustainable transportation.

In addition to bike repair services, Community Bike Repair Spaces often serve as a hub for individuals who cycle, providing a space to connect and share their experiences. These spaces can also be used for workshops, events, and other activities that support active and sustainable transportation. Overall, a Community Bike Repair Space is a valuable resource for any community that promotes cycling.



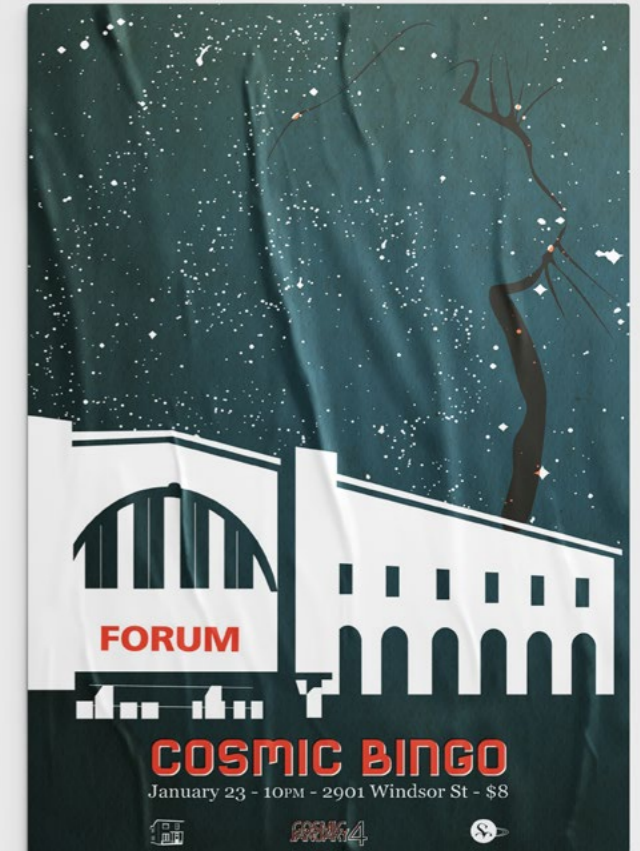
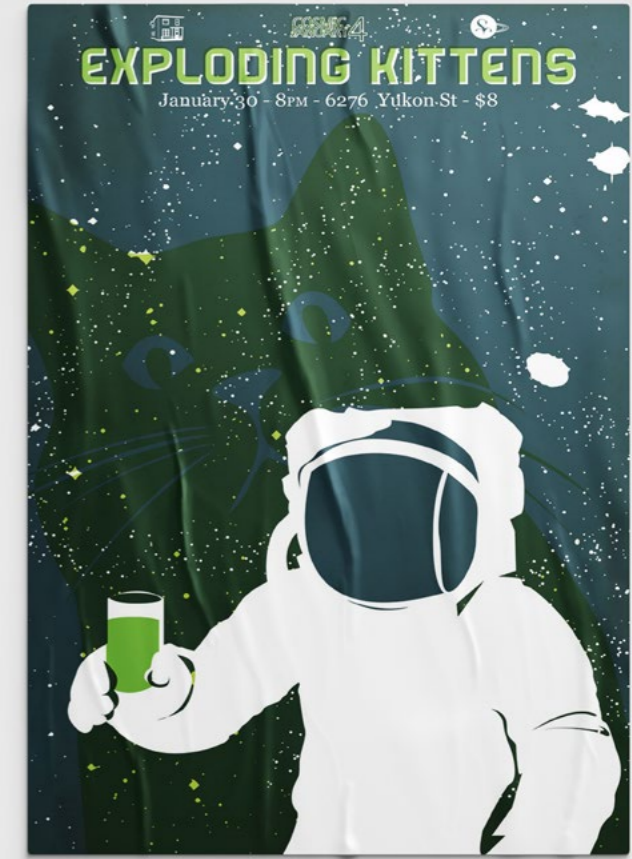
## BEN CAPLAN

Limited edition packaging and promotional poster for internationally renowned performer Ben Caplan and his band The Casual Smokers' independently released live EP.



## COSMIC JANUARY

Commemorative poster designs for glow-stick and black-light themed cultural events.





# FARMERS' MARKETS NOVA SCOTIA

Promotional materials and internal documents for the non-profit cooperative made up of over 40 markets across the province of Nova Scotia.



## 50% LOCAL FOOD CLUB

FARMERS' MARKETS of Nova Scotia

This past September, Farmers' Markets of Nova Scotia and a coalition of local food organizations asked Nova Scotians to step up to the plate and commit to sourcing 50% of their diet locally for the entire month. Individuals, families, businesses, organizations and government took the challenge and the 50% Local Food Club was born.

More than **half** of those involved participated as a family.

\*The number of registrations per region is not the same as the total number of participants as many individuals registered as a family or group.

Part of a group 49  
Part of a business 720  
Individuals 709

We're delivering customized farmers' market training in your region. Is your market a member?

★ FMNS workshops & training programs fall to spring 2016

Is your market striving for sustainable growth and deep community engagement? As a market based business are you seeking financial success, meaningful customer relationships and personal satisfaction? We can help.

★ Become a member and we'll bring our training programs to you. In addition, we are expanding our web-based workshops, making more of our offerings accessible from your home.

Is your region missing from our schedule? Become a member and we'll bring our training programs to you. In addition, we are expanding our web-based workshops, making more of our offerings accessible from your home.

Is your market missing from our schedule? Become a member and we'll bring our training programs to you. In addition, we are expanding our web-based workshops, making more of our offerings accessible from your home.



# SIERRA CLUB CANADA

The key document used for fundraising and garnering support, completely designed and with significant editorial input in 2023.



## PROGRAMMING AT A GLANCE

- Getting people outside to explore and enjoy the outdoors**
  - With 2023 membership at 2021, 1,500 members, we've grown our outdoor programs
  - We've launched 100+ outdoor programs and events across the country
  - We've supported 100+ outdoor groups and organizations
- Fighting for environmental and social justice**
  - We've fought for over 50 positions and policies related to supporting an equitable and just environment
  - We've supported 100+ organizations and individuals in their fight for environmental and social justice
- Working to protect and restore nature and endangered species**
  - We've protected 100+ acres of land and water
  - We've supported 100+ organizations and individuals in their fight for nature and endangered species
- Promoting the conservation of resources**
  - We've conserved 100+ tonnes of plastic waste
  - We've conserved 100+ tonnes of paper waste
  - We've conserved 100+ tonnes of food waste

## Championing climate solutions and a rapid energy transition to clean energy

- Stopping oil and gas drilling on Canada's East Coast - Keeping and protecting a Billion tonnes of atmosphere**
  - We've challenged the approval of 1 billion tonnes of oil and gas drilling in the Gulf of St. Lawrence
  - We've supported 100+ organizations and individuals in their fight for a rapid energy transition
- Stopping new LNG projects from slowing provincial greenhouse gas targets**
  - We've supported 100+ organizations and individuals in their fight for a rapid energy transition

## Quebec

- Problem with Plastics program**
  - We've supported 100+ organizations and individuals in their fight for a rapid energy transition
- Grow our Greenbelt program**
  - We've supported 100+ organizations and individuals in their fight for a rapid energy transition
- Ring of Fire project**
  - We've supported 100+ organizations and individuals in their fight for a rapid energy transition

## Ontario

- Wild Child PEI**
  - We've supported 100+ organizations and individuals in their fight for a rapid energy transition
- Wild Child NS**
  - We've supported 100+ organizations and individuals in their fight for a rapid energy transition
- Beyond Coal program**
  - We've supported 100+ organizations and individuals in their fight for a rapid energy transition
- Decolonizing Book**
  - We've supported 100+ organizations and individuals in their fight for a rapid energy transition
- Opposed offshore oil**
  - We've supported 100+ organizations and individuals in their fight for a rapid energy transition

## WE'RE NOT ALONE

Can help us create a better world, one where we are connected with nature, and each other.

We do not think solutions to climate crisis and loss of biodiversity will be created from us working alone. Rather, we need to work together, people in communities with the power and resilience to get us to the world we want.

In 2019, in response to global scientific consensus that climate change and biodiversity loss necessitated an urgent response, Sierra Club Canada committed to embark on a **Decade of Change, 2020-2030**, and to push for a better, fairer society in Canada.

We envision a world that...

- is powered by 100% clean energy;
- where the rights of Mother Earth are recognized and honoured;
- where there is social and economic fairness upheld by strong democratic decision-making;
- where we live within and respect the Earth's limited resources; and
- where the outdoors belongs to everyone/ everyone has access to the outdoors.

Sierra Club Canada is committed to fulfilling this vision through grassroots action and new fossil fuel projects and campaigns to stop democracy and unique programs such as Wild Child for school and our Breathe Easy citizen science initiative.

## Our Story

The Sierra Club's story begins in San Francisco, California, in 1892 when the naturalist John Muir co-founded a club for mountain lovers. Muir believed that a spiritual and physical connection to nature was essential for a healthy people and nation. He argued that a naturalist's knowledge of the world was essential for a better society. The Sierra Club quickly became a leader in America's movement to preserve natural spaces.

Over the next six decades, the Sierra Club became the largest, most effective environmental organization in North America, with chapters and local groups in every state.

## SIERRA CLUB CASE FOR SUPPORT

The urgency of the environmental crisis is clear. We need to build resilience within our communities with each other and nature, building as the most effective.



## BIO

I graduated from **NSCAD University** in **2008** and have been working with clients on projects of all sizes ever since. From a one-off instagram campaign, to over 7 years of editorial design for an internationally published magazine.

Skilled in **typography**, **layout**, **illustration**, and interdisciplinary creativity I'd love to work together to bring your vision to the world!

[WWW.SPENCERCREELMAN.COM](http://WWW.SPENCERCREELMAN.COM)

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