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## **Do It For The Culture Launches Artist Applications for DI4TC 2026 Heading to Vancouver For The First Time (August 27–29)**



**Vancouver, BC — Do It For The Culture (DI4TC) is officially launching artist applications for its 2026 edition, taking place in Vancouver for the first time from August 27–29, 2026.**

After four impactful and successful years in Kelowna, the platform is moving into one of Canada’s most dynamic cultural hubs—marking a major milestone in its continued growth and national influence.

As DI4TC enters its fifth year, the mission remains focused: creating meaningful performance opportunities and direct industry access for Black artists across Canada who are ready to elevate their careers. Founded by Vancouver-based, Botswana-born artist Teon Gibbs, Do It For The Culture was built to address a longstanding gap in Canada’s music ecosystem—equitable access, visibility, and infrastructure for Black creatives. What began as a curated showcase in Kelowna has grown into one of Western Canada’s most vital platforms for Black music, bridging artistry and industry while centering community.

Over the past four years, DI4TC has welcomed an impressive roster of headliners, including TOBi, Nonso Amadi, DijahSB, Shad, Jon Vinyl, and KALLITECHNIS—alongside a carefully

curated lineup of emerging voices shaping the future of hip-hop, R&B, Afro-fusion, house, and beyond - making sure that Black and equity deserving artists get their time to shine.

Beyond the stage, DI4TC has become known for delivering tangible results. Previous editions have welcomed delegates from SiriusXM, CBC, and leading Canadian agencies and labels, creating direct pathways between artists and decision-makers. Alumni have secured festival bookings, sync placements, national media coverage, and long-term professional partnerships—demonstrating that DI4TC is not just a showcase, but a launchpad.

With its move to Vancouver, DI4TC 2026 signals an expanded vision: broader industry participation, deeper community engagement, and an even larger platform for Black artists building sustainable careers in Canada.

**Artist applications for DI4TC 2026 are now open and will be accepted until March 30.**  
**Apply here: <https://forms.gle/g3PzFqr1Yt4QxAZ99>**