



## ELECTRONIC PRESS KIT

On Saturday, June 17, 2023, join the gathering and celebrate Indigenous cultures with APTN Indigenous Day Live (IDL) across Canada!

This year, IDL will honour the next generation of Indigenous leaders under the theme of “Celebrating Our Youth.”

Everyone is invited to join us for free daytime celebrations and activities as well as a live concert in the evening. Join on location at The Forks in Winnipeg, via a two-hour live TV broadcast, online or through participating radio stations.

## HOW TO WATCH

### ON LOCATION

The Forks, Winnipeg – 1 Forks Market Road

### TELEVISION

Watch live on [APTN](#) and AMI-tv – Saturday, June 17 starting at 7 p.m. CT  
Encore presentations throughout the day on APTN – Wednesday, June 21

### ONLINE

Watch live on the [APTN YouTube channel](#)

### RADIO

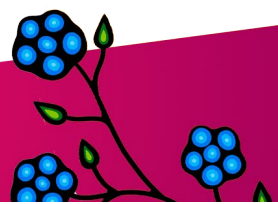
Listen on various Indigenous radio stations across the country:

- Live on June 17, 2023: [MBC Radio](#), [NCI FM](#)
- June 21, 2023: [95.7 ELMNT FM](#), [106.5 ELMNT FM](#), [CKLB Radio](#)

### APTN LUMI PREMIERE DATE

June 21, 2023

To join the conversation any time, use the hashtag *#IDL2023* or *#JAD2023*.





## WINNIPEG OVERVIEW THE FORKS – JUNE 17, 2023

### DAYTIME SCHEDULE (in CT)

#### SUNRISE CEREMONY AND SACRED FIRE

Sunrise to sunset  
Oodena Circle

#### FREE AND FUN ACTIVITIES

1:00 p.m. to 5:00 p.m.  
Traditional storytelling and games,  
Indigenous artisan market, APTN Kids  
Zone and more!

#### POWWOW

12:00 p.m. Check-in  
1:00 p.m. Grand Entry  
3:00 p.m. Prizes

#### CULTURAL STAGE

1:00 p.m. Drumming Workshop  
1:45 p.m. Hoop Dancing Workshop  
2:30 p.m. Acoustic Performance  
by Jade Turner  
3:30 p.m. Métis-Style  
Fiddle Competition

#### FOOD VENDORS

1:00 p.m. to 9:00 p.m.

### PRE-SHOW ENTERTAINMENT

5:00 p.m. to 7:00 p.m.  
Main Stage

ARTCIRQ • BRANDI VEZINA  
DJ O SHOW • LISA ODJIG

Host  
MICHAEL REDHEAD CHAMPAGNE

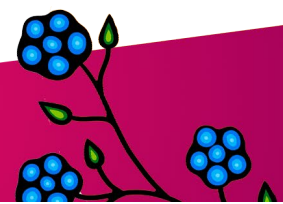
### APTN IDL 2023 CONCERT LIVE BROADCAST

7:00 p.m. to 9:00 p.m. CT  
Main Stage

AYSANABEE • BARNEY MORIN •  
BOBBI ROSE KOE • DIGGING  
ROOTS • DJ O SHOW •  
THE HALLUCI NATION • KLMP  
(N'WE JINAN YOUTH QUARTET) •  
LAURA NIQUAY • MISS SANDI BAY  
AND THE RAINBOW TORNADOES •  
MORGAN TONEY • MUMU FRESH •  
SILLA • THE WILD MOCCASIN  
DANCERS • ZOHEY ROY

Co-hosts  
SAMIAN AND JESSICA MATTEN

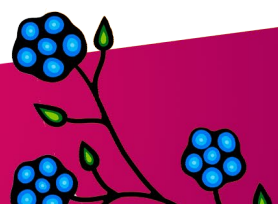
Artistic Director  
DANIEL ROY





## KEY MESSAGES

- ❖ On June 17, get ready to join APTN at The Forks in Winnipeg for an incredible celebration of National Indigenous Peoples Day with APTN Indigenous Day Live (IDL)!
- ❖ This year, IDL is all about honoring the next generation of Indigenous leaders under the inspiring theme of "Celebrating Our Youth."
- ❖ Indigenous youth are taking the lead as the fastest growing segment of the population across Turtle Island. They are the ones shaping our future as creators, innovators, artists, dreamers, movers and shakers.
- ❖ *IDL 2023* is all about amplifying the voices of these future leaders through mesmerizing dance performances, soul-stirring music, captivating art and much more!
- ❖ Get ready for a full day of free, exciting activities that the whole family can enjoy. There will be everything from soapstone carving, to drumming and hoop dancing workshops, to a fiddle competition, and even an APTN Kids Zone for the young ones!
- ❖ By popular demand, the IDL powwow is making a triumphant return this year! Don't miss the electrifying Grand Entry starting at 1 p.m.
- ❖ Take your time to explore the works of incredibly talented artisans and indulge in delicious snacks from our fantastic on-site food vendors, among many other delightful experiences.
- ❖ The IDL pre-show is back and will be hosted by the incredible Michael Redhead Champagne! Enjoy mesmerizing cultural and musical performances by Brandi Vezina, Lisa Odjig, Artcirq and DJ O Show.
- ❖ The excitement doesn't end there! Join us for the free evening multilingual concert, hosted by the dynamic duo of Anishinaabe rapper Samian and Métis/Saulteaux-Cree actress Jessica Matten. Get ready to be blown away by show-stopping performances from The Halluci



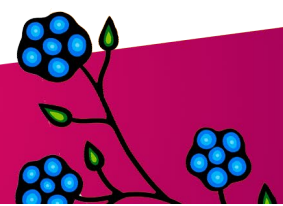


Nation, Laura Niquay, Mumu Fresh, Aysanabee, Digging Roots and many more extraordinary artists!

- ❖ **FREE DRAW:** Enter to win an original art piece by Jackie Traverse entitled “*Reach for the Stars,*” sponsored by NCI.

Inspiration behind the painting: “*When I was a youth, I was given a gift. It was a very small plaque that read ‘Climb High, Climb Far, your goal the sky, your aim the stars.’ I memorized it instantly and I never forgot that gift or the words. Those words have helped me in achieving a lot of what I wish to do in this life. I believe our young people need to know that they can set their dreams as high as they choose and that all dreams are attainable.*”

- ❖ For more information, visit [www.indigenousdaylive.ca](http://www.indigenousdaylive.ca)
- ❖ IDL connects all Canadians to celebrate culture and learn more about First Nations, Inuit and Métis Peoples. It showcases the unparalleled talent that is woven into the mosaic of this country, and the experience starts right when you set foot on the grounds.
- ❖ APTN’s mission of “*Sharing our Peoples’ journey, celebrating our cultures, inspiring our children and honouring the wisdom of our Elders,*” has been—and continues to be—woven into the tapestry of IDL.





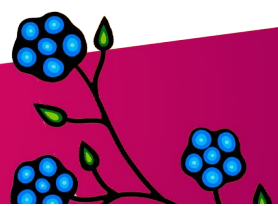
## **ABOUT APTN INDIGENOUS DAY LIVE**

[APTN Indigenous Day Live \(IDL\)](#) brings Indigenous and non-Indigenous people together in celebration of National Indigenous Peoples Day (NIPD) and the summer solstice. Through cultural and musical performances, IDL honours the unparalleled achievements of First Nations, Inuit and Métis people across Turtle Island. Each year, IDL presents a refreshing lineup of collaborations in English, French and a variety of Indigenous languages. Held annually since 2007 on the Saturday closest to NIPD, the multi-platform broadcast is available to audiences in Canada via [APTN](#) and [APTN lumi](#).

## **ABOUT NATIONAL INDIGENOUS PEOPLES DAY**

National Indigenous Peoples Day is a day for all Canadians to recognize and celebrate the unique heritage, diverse cultures and outstanding achievements and contributions of First Nations, Inuit and Métis Peoples. National Aboriginal Day, as it was named at the time, was first celebrated on June 21, 1996, after being recognized through a proclamation by then Governor General Roméo LeBlanc.

On June 21, 2017, Prime Minister Justin Trudeau issued a statement announcing the government's intention to rename National Aboriginal Day to National Indigenous Peoples Day. National Indigenous Peoples Day is part of Celebrate Canada days, although most provinces do not recognize it as a statutory holiday.





## SOCIAL MEDIA RESOURCES HANDLES & LINKS

*APTN Indigenous Day Live 2023:*

<https://www.indigenousdaylive.ca>

- ❖ Twitter: #IDL2023 AND #JAD2023
- ❖ Instagram: #IDL2023 AND #JAD2023

**APTN:**

<https://www.aptn.ca>

- ❖ Facebook: [@apntv](#)
- ❖ Twitter: [@APTNTv](#)
- ❖ Instagram: [aptn\\_ca](#)

**APTN lumi:**

<https://www.watchaptnlumi.ca/>

- ❖ Facebook: [@aptnlumi](#)
- ❖ Twitter: [@aptnlumi](#)
- ❖ Instagram: [@aptnlumi](#)

Looking for promotable graphics, artist photos, logos and more?  
Check out our *IDL 2023* show page on APTN's [Media Centre](#)!

## CONTACTS

### PR & MEDIA RELATIONS

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### DIRECT MEDIA REQUESTS

APTN Media Centre: [www.aptn.ca/media-centre/connect-with-us/](http://www.aptn.ca/media-centre/connect-with-us/)  
Email: [media@aptn.ca](mailto:media@aptn.ca)

