



Canada's largest celebration of National Aboriginal Day FACT SHEET

HISTORY

APTN's Aboriginal Day Live & Celebration, an annual celebration of National Aboriginal Day and the summer solstice, has been delighting audiences since 2007. This event features some of the biggest names in Aboriginal music and television, including *JUNO Award* winners and up-and-coming artists; showcases talent from all genres, regions and nations; and ensures the recognition and inclusion of all First Nations, Inuit and Métis Peoples.

It debuted in a park outside of APTN's headquarters in downtown Winnipeg and moved to the historical Forks site in Winnipeg, Manitoba. The celebration evolved to include twin stage performances from different locations across the country – including Yellowknife, Whitehorse, Ottawa and Regina. **APTN's Aboriginal Day Live & Celebration** has grown year to year and continues to expand its grassroots reach to Aboriginal communities across the country.

Interactive content, behind the scenes interviews, live streaming, trivia, polls and APTN Webstage Pass™ - APTN brings the celebration to Canada through the LIVE event, LIVE broadcast, radio waves, and via online and mobile devices.

There is no question, after six years, the event continues to shine bigger, better and brighter.

In 2013, **APTN's Aboriginal Day Live & Celebration** will be celebrating the uniqueness and diversity of our Peoples – LIVE and online – from The Forks in Winnipeg, Manitoba and from our twin stage in Iqaluit, Nunavut.

WHY DO WE GATHER AT THE FORKS IN WINNIPEG?

The Winnipeg celebration takes place at The Forks, a national historic site, and one of Winnipeg's most beloved and pre-eminent meeting spots. With a 6000-year history, The Forks provides a perfect backdrop for celebrating Canada's Aboriginal Peoples.

WHERE ARE WE GATHERING IN IQUALUIT?

The **Arctic Winter Games (AWG) Arena** is a multi-purpose arena. Initially constructed to house the hockey and speed skating events of the 2002 Arctic Winter Games, the arena is now used as a youth centre and venue hosting major community events, as well as, national and international events. Promoting active living among families and youth in the region; building healthy communities; and making a real difference to the residents of Iqaluit, the AWG Arena provides residents with recreational and sporting activities.

WHO TUNES IN?

In 2012, more than 260,000 people across Canada tuned into the LIVE broadcast on APTN and APTN HD. **Aboriginal Day Live & Celebration** is also broadcast LIVE on many radio stations across Canada. In 2012, the 3.5 hour concert was broadcast on nine radio stations for a total reach of more than 637,000 listeners.

...over



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WHAT IS NATIONAL ABORIGINAL DAY?

National Aboriginal 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. In 1996, it was proclaimed by then Governor Roméo LeBlanc to be celebrated on June 21. National Aboriginal Day was first celebrated on June 21, 1996. Most provinces do not recognize it as a statutory holiday.

1982

The National Indian Brotherhood (now the Assembly of First Nations) called for the creation of a National Aboriginal Solidarity Day to be celebrated on June 21.

1995

The Royal Commission on Aboriginal Peoples recommended that a National First Peoples Day be designated.

A national conference called *The Sacred Assembly* and chaired by Elijah Harper called for a national holiday to celebrate the contributions of Aboriginal Peoples to Canada.

1996

The first celebration. It was proclaimed by the Governor General of Canada to be celebrated on June 21 each year.

It is fitting that National Aboriginal Day occurs on June 21, the summer solstice, the longest day of the year. For many centuries, many of the first inhabitants would celebrate the arrival of the warm weather on this day. It is a day with spiritual significance for many people and is a perfect time to celebrate Aboriginal Peoples and their cultures.