



FOR IMMEDIATE RELEASE

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Family Fun to Foster Understanding: The Indigenous Life Festival at Blue Mountain Village.

From August 24th to 26th, enjoy 3 days of free events, entertainment and activities celebrating the history, culture and perspectives of First Peoples of Canada presented by M'Wikwedong Native Cultural Resource Centre, The Blue Mountain Village, and The Town of Collingwood.

Blue Mountains, Ontario. July 12, 2018 --- Canadian indigenous and non-indigenous peoples have been living on this land together for centuries. But how well do we know each other? Many would answer not nearly well enough. The 2nd Annual Indigenous Life Festival at Blue Mountain Village is a fun, educational, inclusive and interactive weekend that hopes to change that by making sharing the focal point. The aim of the festival, according to producer Lisa Farano, "is to bring people together to share stories, to share viewpoints, to share music, art, language and food. By sharing, interacting and really listening to each other, we hope to gain a better understanding and awareness of our differences and commonalities, celebrate both and take action."

It's a truly one-of-a-kind festival jam packed with award winning entertainment and fun activities and crafts for all to make and take away. From amazing live music and native films, to traditional games and ceremonies, to delicious contemporary cuisine cooked up by returning celebrity Ojibway Chef Zach Keeshig, it's going to be exciting – and tasty too!

Festival Highlights

Live Music – It all starts Friday night at the Shipyards Amphitheatre right on the water in Collingwood with a performance by Juno and Cobalt Prize-winning blues band *Digging Roots*. Their sound has been described as, “being built on a unique musical marriage of unvarnished truth and unconditional love.” When you hear it, you’ll get it. Headlining Saturday night in the Village is *Midnight Shine* from James Bay. The sound is a mix of roots, classic rock and modern rock with lyrics that paint the picture of life in the far north.

Indigenous 150+ Film and Conversation Series – the series returns to the Festival for a second year with a sneak preview of **Future History: Reclaiming Our History, Harnessing Our Future**. This cutting-edge television series for APTN is about shifting the colonial narrative and reclaiming Indigenous knowledge and identity. Award-winning director/producer, Jennifer Podemski, will be in attendance for a discussion following the film. Indigenous 150+ is produced in partnership with M’Wikwedong Native Cultural Centre, and Good Influence Films with support from the Community Foundation of Grey Bruce.

Sacred Run – At 6 am on the Friday morning, participants will commence their sacred run, a relay of sacred runners starting from Chippewas of Nawash First Nation on the Bruce Peninsula and tracing the western shore of Georgian Bay along 160 kms en route to Blue Mountain Village. The sacred run connects today’s runners to runners of the past when a sacred run was used to send messages, news or information across great distances from one tribe to another. The route along Georgian Bay is significant as it illustrates the important relationship Saugeen Ojibway Nation has with the water. The hope is sacred runners will arrive at The Village by 9 pm Friday where they will be welcomed and celebrated with a traditional ceremony.

Circles for Reconciliation - The Festival will be hosting an opening Circle for Reconciliation. This is a highly successful relationship building initiative that was launched in Winnipeg where 5 Indigenous and 5 non-Indigenous individuals agree to meet 10 times on a weekly or bi-weekly basis to learn about each other and discuss issues from a pre-determined list. The Indigenous Life Festival is working with local partners to establish a circle in both Owen Sound and Collingwood. We invite the public to participate in this introductory Circle For Reconciliation where

you can get a taste of what sitting in a circle where contemporary indigenous values and customs are shared and discussed is like.

Dance, drum, sing, create, taste, experience - this is not your run-of-the-mill festival. In fact it's the only one of its kind in Canada. It's much more than fun and entertainment. It's fun and entertainment with a purpose. And it shouldn't be missed!

For more information about the Indigenous Life Festival and complete event listings, please visit www.bluemountainvillage.ca and www.collingwood.ca.

About the Village:

Between the foot of the Niagara Escarpment's scenic Blue Mountains and the rugged shores and crystal-clear waters of Georgian Bay, the picturesque Blue Mountain Village is Southern Ontario's premiere four-season destination. A cobblestoned pedestrian village framed by turn-of-the-century Ontario architecture, the Village offers a wide variety of family accommodations, activities and attractions including over 50 unique shops and restaurants, zip lines, ropes courses, hiking, biking, Segway tours and much more. An incredible natural retreat, the Village offers as much – or as little – as you'd like to do. For a complete listing of Village events, please visit

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