

MEDIA RELEASE

Adäka Cultural Festival's Main Stage Supported by Northwestel

June 17, 2022 (Whitehorse, Yukon) – The Adäka Cultural Festival is pleased to welcome Northwestel as the official partner of the Longhouse Main Stage for the 2022 Festival.

Northwestel is joining Adäka's new Giving with Intention partner program to support both the Community and the Connection Giving Circles. The Longhouse Main Stage and the Adäka "Community Dance" will be lifted up through Northwestel's support.

"Adäka creates a platform for community to come together in support of Indigenous artists at all stages of their careers," says Charlene Alexander, Adäka Cultural Festival Co-Producer. "We are grateful for Northwestel's support to bring community and visitors together to celebrate and connect with northern artists, while experiencing the sparkling brilliance of their creativity,"

The Longhouse Main Stage, Lifted Up by Northwestel, will feature seven days of world-class performances by artists from across Canada's North and other circumpolar countries. Some programming highlights on the stage include:

- Adäka's return on June 29 with the "Hearts of our People" opening celebration,
- an exquisite collaboration with internationally recognized Indigenous women singer/songwriters from across the North, including Nive Nielsen, Diyet, Sylvia Cloutier and Leela Gilday at "Circumpolar Soundscape" on June 30,
- an electric performance of Inuit soul music from Pamyua on July 2,
- a high-energy showcase of the next generation of performers in hip hop, electric and new media at "A New Way Forward, New Generations" on July 3,
- a mesmerizing evening of storytelling at "We Are the Stories We Tell" on July 4;
- the Grand Finale of the Festival on July 5, Dà Ze Tsàn (From Our Hearts) Fashion Show, with a dazzling showing of contemporary Indigenous fashion from across the Arctic,
- and more!

On July 1, the "Community Dance", Lifted Up by Northwestel, invites Yukoners and visitors to celebrate Canada Day—Adäka style! This exciting program will feature Gwich'in, Dene and Métis fiddlers, plus the quick-footed Teechik Dancers from Old Crow. Get your moccasins ready for some jigging to upbeat old style and contemporary fiddling— "The "Community Dance" is guaranteed to put a smile on your face and a spring in your step.

"I hope all Yukoners take the opportunity to enjoy the best in Indigenous arts and culture from all around the world at this year's Adäka Cultural festival," says Curtis Shaw, Northwestel President. "Northwestel is proud to sponsor the Festival and the rich experiences it provides. At Northwestel, we know strong connections build stronger communities, and this year's festival theme Northern Connections is especially close to our hearts"

ABOUT NORTHWESTEL

Northwestel is the largest telecommunications provider in Canada's north, serving 96 communities across Yukon, Northwest Territories, Nunavut, British Columbia, and Alberta. In 2020, Northwestel launched a 3-year Every Community plan to significantly improve broadband services for northern residents, governments and businesses using the latest fibre-to-the-home (FTTH) and Low Earth Orbit (LEO) satellite technologies. Northwestel is one of



Canada's Top 100 Employers for Young People. The company is a subsidiary of Bell and provides service on the traditional territories of Indigenous peoples across Canada's North. Find out more at www.nwtel.ca.

Northwestel media relations:
media@nwtel.ca
1-867-455-4209

GET INVOLVED

Give with Intention

The Adäka Cultural Festival has taken new approach to our sponsorship program this year. This fresh and unique way to support the Festival allows partners to give with intention. Partners can decide which of the four intentional giving circles align with their support best: **community, connect, life, or grow.**

Support from the business community, organizations, and Yukon First Nations governments is crucial for the ongoing success of the Festival. If you're interested in partnering, please contact Kelly Proudfoot at firecrackerstrategies@gmail.com.

To learn more about how to give with intention and what this new approach looks like for partners, visit adakafestival.ca/sponsors.

Adäka funding partners include the Government of Canada, Yukon Government, Canadian Heritage, Canadian Council for the Arts, Makeway Foundation, Northwest Territories Arts, Government of Nunavut, and Lotteries Yukon.

ABOUT THE ADÄKA CULTURAL FESTIVAL

The Adäka Cultural Festival will take place from June 29 to July 5, 2022 at the Kwanlin Dün Cultural Centre with the theme, '*Northern Connections*'. Over 200 visual and performing artists from across Canada's North and guest artists from other Circumpolar countries will gather to showcase their arts, music, and cultures and take part in a rich program full of collaborative opportunities for learning, sharing, presenting, and cultural exchange.

Launched in July 2011, the mission of the Adäka Cultural Festival is to develop and deliver a world-class, iconic event that showcases, celebrates, and fosters the development of Yukon's diverse and distinctive Yukon Indigenous arts and culture. YFNCT proudly produces the festival, led by a strong board of Yukon First Nations leaders.

For up-to-date information and news about the Adäka Cultural Festival, visit adakafestival.ca.

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For more information or to arrange an interview, contact:

Katie Johnson
Adäka Cultural Festival Co-Producer
arts@yfnct.ca
(867) 332-5283