



FACT SHEET

Unprecedented Aboriginal Participation

Our Accomplishments – February 2010

Partnerships and Collaboration

- Vancouver 2010 marks the first time in Olympic and Paralympic history that Indigenous peoples — the Four Host First Nations (Lil'wat, Musqueam, Squamish and Tsleil-Waututh) — have been recognized as Official Partners.
- Chief Gibby Jacob from the Squamish First Nation sits on the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) Board of Directors. The Board's former chairman, the late Jack Poole was a proud Métis.
- The Four Host First Nations (FHFN) signed memoranda of understanding (MOUs) with the Assembly of First Nations (AFN), the Inuit Tapiriit Kanatami (ITK) and the Métis National Council (MNC)/ Métis Nation British Columbia (MNBC). VANOC is a witness to these MOUs. The FHFN have also signed memorandums of intent with a number of regional Aboriginal organizations and statements of cooperation with other organizations.
- VANOC and the FHFN are working with Vancouver 2010 sponsors, partners and licensees in an effort to inspire and influence them to start or enhance their own Aboriginal recruitment and procurement strategies.

Sport and Youth

- In February 2010, VANOC and the FHFN hosted the Vancouver 2010 Indigenous Youth Gathering, which brought together more than 300 First Nations, Inuit and Métis youth from across Canada to participate in a variety of Games-related leadership, sport, healthy living and cultural activities.
- In March 2007, VANOC launched its first-ever poster series — *Find Your Passion in Sport!* The series celebrates three up-and-coming First Nations, Inuit and Métis athletes from across Canada. A second set of three posters was launched in March 2009. In total, more than 120,000 posters have been distributed across the country, encouraging youth across Canada to become more active in sport.
- VANOC and the FHFN have collaborated with a number of partners to create the Aboriginal Sport Gallery at the BC Sports Hall of Fame. The gallery, which opened in June 2008, is the first permanent tribute of its kind — recognizing Aboriginal sport and athletes in British Columbia (BC).



Sport and Youth — Cont'd.

- VANOC is working with the Aboriginal Sport Circle, Canada's national voice for Aboriginal sport, to develop the Aboriginal Sport Hall of Fame — a website honouring and celebrating the achievements of Aboriginal athletes, coaches and builders across Canada.
- VANOC, the FHFN and 2010 Legacies Now hosted seven Aboriginal Youth Sport Talent Identification and Sport Fit events, involving more than 300 Aboriginal youth from across the Lower Mainland and Whistler region.
- Established in 2002, the Aboriginal Youth Sport Legacy Fund was created as part of the Shared Legacies Agreement signed by the Squamish and Lil'wat First Nations, the Province of British Columbia and the Vancouver 2010 Bid Corporation. The fund supports provincial programs to encourage Aboriginal youth in the pursuit of sport excellence. Examples include Aboriginal youth talent identification events, High Performance Athlete Assistance Grant, Post-Secondary Scholarship Program and the First Nations Snowboard Team.
- VANOC and the FHFN have also established the Vancouver 2010 Aboriginal Youth Legacy Fund, which supports initiatives for First Nations, Inuit and Métis youth Canada-wide in the areas of sport, culture, sustainability and education. The fund is contributed through a number of programs including the Vancouver 2010 Aboriginal Licensing and Merchandising Program, the 2010 Aboriginal Pavilion, the Venues' Aboriginal Art Program and a number of Vancouver 2010 sponsor initiatives.

Economic Development

- As of July 2009, VANOC has spent more than \$56 million with Aboriginal businesses. Over 100 Aboriginal vendors have done business with VANOC.
- From February 12-28, 2010, the FHFN are hosting the Aboriginal Artisan Village and Business Showcase to promote increased business and economic development within the Aboriginal community by celebrating and showcasing talented Aboriginal people and businesses on the world stage. It is a forum for the advancement of business development opportunities — creating a legacy that will live on beyond the 2010 Winter Games. In all, more than 95 Artisans will participate in the Artisan Village and more than 25 businesses will participate in the Business Showcase.



Economic Development — Cont'd.

- The FHFN and VANOC have developed the Vancouver 2010 Aboriginal Licensing and Merchandising Program, showcasing excellence in Aboriginal arts, culture and enterprise. The program includes authentic hand-carved inuksuit, original graphics by renowned First Nations artist Xwa lack tun, as well as designs based on the FHFN logo. One third of VANOC's royalties from the sale of each Vancouver 2010 Aboriginal product will go towards the Vancouver 2010 Aboriginal Youth Legacy Fund, which supports sport, culture, sustainability and education initiatives for Aboriginal youth across Canada.
- In 2007, VANOC hired a full-time Aboriginal recruitment specialist to implement VANOC's Aboriginal recruitment strategy. Currently two per cent of VANOC's workforce self-identify as Aboriginal.
- In February 2007, VANOC and the FHFN participated in the Tourism BC 2010 Aboriginal Business Summit. This event, co-hosted by the FHFN, the Province of British Columbia and the Government of Canada, was attended by more than 470 people from across the country. Twenty-eight members of the VANOC team participated in the summit as speakers, organizers, delegates and volunteers.

Cultural Involvement

- From February 12-28, 2010, the FHFN are welcoming the world to the 2010 Aboriginal Pavilion. The Chiefs' House, as it is known, is a celebration of the rich and diverse cultures of Aboriginal peoples in Canada. It is programmed with a range of traditional and contemporary cultural performances presented by the FHFN, as well as Aboriginal groups from across Canada. More than 160 Aboriginal performers from over 50 First Nations, Inuit and Métis communities will provide more than 375 performances during the Olympic Winter Games – many of them at the 2010 Aboriginal Pavilion.
- More than 90 First Nations, Inuit and Métis artists from across Canada were commissioned to produce original works of art for Vancouver 2010 venues as part of the Venues' Aboriginal Art Program. Many of the pieces, including large-scale sculptures and carvings, will remain at the venues as a legacy of the Games.
- Talented Aboriginal artists from across Canada have been featured in the 2008, 2009 and 2010 Cultural Olympiads. We have also developed an inventory of Aboriginal performers across Canada, which was used by VANOC and the FHFN in Games-time programming.



Cultural Involvement — Cont'd.

- Aboriginal people across Canada played a significant role in the Olympic Torch Relay. The Relay visited more than 115 Aboriginal communities on its 106-day journey. Over 600 First Nations, Inuit and Métis people participated in a number of key roles, including torchbearers, flame attendants and honorary elder firekeepers.
- VANOC and the FHFN worked with sponsor, Coca-Cola to create the Coca-Cola Aboriginal Art Bottle program. In all, 14 artists were commissioned to create unique Aboriginal art bottles.

Awareness and Education

- The FHFN re-launched fourhostfirstnations.com in January 2010 to include a number of new features including a media centre, image gallery, video gallery and feature stories.
- VANOC and the FHFN have partnered with the AFN, ITK and MNC/MNBC to help distribute our joint newsletter — *Aboriginal Participation News*. This helps to ensure information about the Games reaches those communities where internet connectivity is limited.
- VANOC and the FHFN have hosted a number of community meetings and events, both within the FHFN communities and in the urban Aboriginal community. Other examples of community outreach include the 2007 visit to Canada's three northern territories by a VANOC team, including CEO John Furlong. The group met with Aboriginal and government leaders, schools and community groups.

More Information

For more information, please visit fourhostfirstnations.com.

To arrange an interview, please contact our Media Relations department at 604.403.1662 or e-mail fhncommunications@gmail.com.

Aboriginal Artisan Village and Business Showcase

Dunsmuir Street and Hamilton Street, Vancouver
February 12-28, 2010
10am – 10pm

2010 Aboriginal Pavilion

West Georgia Street and Hamilton Street, Vancouver
February 12-28, 2010
10am - midnight