



MEDIA RELEASE:

The 2020 North American Indigenous Games (NAIG) is pleased to share the official brand identity for the games, featuring the work of Mi'kmaw artist Melissa Sue Labrador. From July 12 to 18, NAIG 2020 will be held in Kijipuktuk (Halifax) and Millbrook First Nation and is slated to be the largest multi-sport and cultural event ever in Atlantic Canada, attracting more than 5,000 participants and representing 756 nations from across Turtle Island.

"I think it's a very exciting event," said Labrador "And to represent Mi'kma'ki and our people in a really authentic way with the canoe I think it's wonderful."

The image of three figures paddling a canoe in the logo represents First Nations, Inuit, and Metis peoples and is based on petroglyphs found in Kejimikujik National Park. "For me, the Mi'kmaq canoe symbolizes our journey through space and time as Mi'kmaq people as we evolve with the world around us." Labrador explained. "Having them all together in the canoe, with the forward motion is important."

"I thought the Mi'kmaq canoe was only fitting," said Labrador. "That's an ocean canoe, versus a lake-style canoe. We're surrounded by ocean and the ocean is very important to our people."

"We thank Melissa Labrador for her beautiful work that both symbolizes the spirit of the games and honours Mi'kmaq culture and history," said Fiona Kirkpatrick Parsons, Chair of NAIG 2020. "Melissa's work inspired this logo and we're thrilled that we could work with her to finalize it – a symbol of friendship, unity, and pride. We are looking forward to working with Melissa to highlight Mi'kmaq art and artists, along with Mi'kmaq history and culture during our event."

The North American Indigenous Games (NAIG) are a multi-sport event and cultural celebration involving Indigenous athletes from across North America staged intermittently since 1990.



Left to right: Fiona Kirkpatrick Parsons (Chair, NAIG 2020) Melissa Labrador (Mi'kmaw artist) Serene Porter (Executive Director, Partnerships & Marketing, NAIG 2020)

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