



FOR RELEASE  
July 8, 2008

**MANITO AHBEE: A FESTIVAL FOR ALL NATIONS**  
**October 31 to November 9, 2008**

**Manitoba Lotteries Corporation returns as Presenting Sponsor**  
**Voting begins for Aboriginal Peoples Choice Music Awards**  
**New logo brings new look to Festival**

Winnipeg MB -- Manito Ahbee and Manitoba Lotteries Corporation (MLC) officially announced their continued partnership today at a media conference.

Manito Ahbee: A Festival For All Nations will take place this year from October 31 to November 9, celebrating and showcasing Aboriginal music, art and culture. The Festival includes six components, the International Competition Powwow, Education Week, Manito Ahbee Music Fest, Indigenous Market Place and Trade show, Métis Celebrations, and features the 3rd Annual Aboriginal Peoples Choice Music Awards. Ten days of events take place at the MTS Centre, Winnipeg Convention Centre, and other venues in and around downtown. [www.manitoahbee.com](http://www.manitoahbee.com)

## MESSAGE FROM THE PROVINCE

"On behalf of the province I congratulate event organizers and sponsors for their work in developing this year's International event," said Culture, Heritage and Tourism Minister Eric Robison on behalf of Competitiveness, Training and Trade Minister Andrew Swan. "Building on the success of last year's 10-day expanded program I invite everyone to support all the performers during the Festival to ensure we have another successful gathering."

## PRESENTING SPONSORS

Winston Hodgins, MLC President and CEO, was on hand with a cheque in the amount of \$150,000 for Manito Ahbee. He expressed his support for the Festival: "For the third year now, Manitoba Lotteries is proud to sponsor the Manito Ahbee Festival," said MLC President and CEO Winston Hodgins. "As always, we are pleased to be able to work closely with Manito Ahbee, bringing Aboriginal culture and music closer to Manitobans." [www.mlc.mb.ca](http://www.mlc.mb.ca)

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Lisa Meeches, Chair of the Board of Governors for Manito Ahbee Festival Inc. is pleased to be partnering with Lotteries once again: "Manitoba Lotteries has been our partner from the very beginning. Their support of this festival has been integral to its growth and success, and we look forward to working together again to bring some of the world's best Aboriginal entertainment and culture to the forefront."

## **APCMA VOTING BEGINS**

Today at 11:00am CST, voting officially begins for the 3<sup>rd</sup> annual Aboriginal Peoples Choice Music Awards, which take place Friday, November 7 at the MTS Centre. This spectacular gala event will feature performances by the best Aboriginal recording artists across North America, and will be broadcast live on the Aboriginal Peoples Television Network (APTN). Here are some important dates:

- Voting begins – July 8, 11:00am CST
- Voting ends – August 15, 12:00am CST
- Nominees announced – August 20
- Final round of voting begins – August 20, 11:00am CST
- Final round of voting ends – October 17, 12:00am CST
- Winners announced – November 7

Award winners are chosen by music fans and industry stakeholders. All submissions are uploaded on-line for registered members to browse and consider, and then vote for their choice. Membership for Aboriginal Peoples Choice Music Awards is free, with an easy sign-up process available on the website. [www.aboriginalpeopleschoice.com](http://www.aboriginalpeopleschoice.com)

## **NEW LOGO FOR 2008**

Manito Ahbee is pleased to be using a new logo this year. They worked with Winnipeg's Guppy Graphic Design to come up with the new look. Guppy provided the description:

*At our initial meeting with Manito Ahbee it became clear that the festival had changed. It had grown from its beginnings, become established, and evolved into a much bigger event. We suggested the branding reflect that evolution. The new look respects where the festival has been in the previous two seasons, while providing a forward-looking brand to help carry it successfully into this year and beyond.*

*The turtle symbol, central to Manito Ahbee's identity, became bolder and more clearly defined. The font was updated with something as unique and special as the Aboriginal culture and people. Rather than selecting an existing font, Guppy created a custom word-mark with brushstrokes and ink, providing an organic and vibrant look to the word Manito Ahbee.*

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## **ABOUT MANITO AHBEE**

Now in its third year, the Manito Ahbee Festival was recently recognized with Travel Manitoba's Tourism Award in the category of Aboriginal Tourism. Manito Ahbee means 'where the creator sits'. This references a sacred site in the Whiteshell where many First Nations would gather and share teachings and wisdom. There are a number of petroforms at this site, including one in the shape of the turtle. Since the festival is a continental event, the turtle also represents Turtle Island, which is another name for North America.

## **ABOUT MANITOBA LOTTERIES**

Manitoba Lotteries has been actively engaged in partnering with the Aboriginal community for a number of years. An Eagle Sponsor of the 2002 North American Indigenous Games in Winnipeg, MLC was recognized for their commitment to sustainable Aboriginal employment and business development in 2003, when they reached the Bronze Level in the Progressive Aboriginal Relations Program. After being recognized at the Silver Level in 2006, MLC earned the distinction in 2008, of being the first Crown Corporation in Canada to achieve the Gold Level in the program. As an employment equity employer MLC is committed to the value of diversity in the workplace. Approximately 11% of MLC's employees are Aboriginal.

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### ***FOR MORE INFORMATION CONTACT:***

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