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MESSAGE FROM FESTIVAL PRODUCER

Every year, our mission is to provide fresh and innovative programming with authentic and education experiences for all Canadians to learn, celebrate and appreciate Canada’s diverse Indigenous peoples and cultures. It is an honour to be able to continue to host the Summer Solstice Indigenous Festival (SSIF) and bring together and support Indigenous artists, performers, educators, students and community members.

Now in its 27th year, SSIF in 2023 was fully live and once again presented at our new home, Mādahōki Farm. The Competition Pow Wow drew participants from all across North America with a chance to win over $75,000 in prizes. Education Days, SSIF’s dedicated programming for Ottawa-area school children, saw over 3,000 students and teachers from 42 schools attending on-site over two days to learn about Canada’s First People’s.

We were also very excited to welcome back the Summer Solstice Indigenous Music Awards (SSIMAs), presented by TD Bank Group, live at the National Arts Centre on June 6. Sarain Fox hosted the event with nominees in 15 categories and performances by Joel Wood, Plex, Aysanabe, Indian City and Andrea Menard. The show was streamed live from Ottawa on Facebook and YouTube, and telecast by more than 100 Rogers TV stations on June 21, reaching a potential 7,000,000 households.

National Indigenous Peoples Day was celebrated with live performances and a Drone Show, presented by Indigenous Tourism Ontario. Two hundred drones lit up the sky sharing the intimate story of Mewinzha, told in English and Anishinaabemowin by Elder and language keeper Barbara Nolan.

This year’s SSIF was unfortunately cut short due to worsening air quality in Ottawa, resulting in Competition Pow Wow and outdoor activities on the last day being cancelled, subsequently affecting the number of participants for this year’s festival. Despite the shortened festival, we received positive feedback from attendees and participants.

We are incredibly grateful for the support we have received from our funders, corporate community and NIPD Committee without which the festival wouldn’t be able to operate and provide the quality programming that our audiences have come to learn from and enjoy.

Miigwetch!
Trina Mather Simard,
Executive and Artistic
ABOUT THE FESTIVAL

Summer Solstice Indigenous Festival (SSIF) is a free, family-oriented event that truly represents the cultural diversity of our urban indigenous community, with the full participation of First Nations, Métis and Inuit artists from all disciplines and regions of Canada in celebration of National Indigenous Peoples Day (NIPD). Recognised as an Indigenous arts event with national significance, the festival proudly presents a world-class showcase reflective of the diversity within our own culture.

OUR ANNUAL OBJECTIVES

- Invite all Canadians to share in the celebration of our rich Indigenous arts, culture and heritage as part of National Indigenous Peoples Day;
- Promote, preserve and advance the artistic talents of the Indigenous community, by bringing together both emerging and professional artists, together with community youth, elders and traditional knowledge keepers from across Canada and presenting their work to a large and diverse audience each year;
- Create economic opportunities for Indigenous artists, entrepreneurs, and small businesses through a large-scale festival with significant tourism draw and audience engagement; and
- Support all Canadians’ journey to reconciliation by providing a platform for educational, informative and authentic interactions between Indigenous and non-Indigenous Canadians

2023 HIGHLIGHTS

The 2023 festival returned with fully live events spanning the month of June. Programming included:

- Summer Solstice Indigenous Music Awards (SSIMAs) at the National Arts Centre, celebrating excellence, artistic voice & legacy in the Indigenous community
- In-person celebration of National Indigenous Peoples Day (NIPD)
- Drone show on NIPD featuring 200 drones sharing the intimate story of Mewinzha
- Elevated picnic experience curated by Tawnshi Charcuterie
- Competition pow wow with over $75,000 in prizes, which attracted participants from across North America
- Celebration Stage that featured musicians, filmmakers, and comedians
- Educational programming for students, teachers and parents
- Creative workshops and picnics at the farm
- Fun-family activities such as meeting the Ojibwe Spirit Horses, farm play and walking the Legacy Trail
- Off-site partner events with the NAC, Canadian Museum of History, Canadian Museum of Nature and Assembly of Seven Generations (A7G)
NATIONAL INDIGENOUS PEOPLES DAY (NIPD) COMMITTEE

Summer Solstice Indigenous Festival is produced by Indigenous Experiences on behalf of the National Indigenous Peoples Day (NIPD) Committee, which comprises of representatives from national Indigenous organisations:

- MNC - Métis National Council
  2023 Festival Host

- NWAC - Native Women’s Association of Canada

- The National Association of Friendship Centres

- CAP - Congress of Aboriginal Peoples

- AFN - Assembly of First Nations

- CIRNAC – Crown-Indigenous Relations and Northern Affairs Canada

FESTIVAL TEAM

A small and dedicated staff from Indigenous Experiences delivered the festival with support from contracted specialists:

- **Trina Mather Simard**
  (Indigenous Experiences)
  Artistic Producer and Executive Director

- **Linda Sarazin**
  (Indigenous Experiences)
  Finance and Operations Director

- **Stephanie Sarazin**
  (Indigenous Experiences)
  Artistic and Experience Director

- **Leanne Vance**
  (Indigenous Experiences)
  Programming Manager

- **Jacky Bell**
  Partner & Vendor Registrations and Virtual Marketplace Operations

- **Denis Guertin**
  (AMP Associated Marketing Professionals)
  Sponsorship Director

- **Karen Wood**
  (KOWPR)
  Marketing Director

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### 2023 BY THE NUMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSIMAS Live &amp; Broadcast Audience</td>
<td>7,000,000+</td>
</tr>
<tr>
<td>Total Earned Media Impressions Served</td>
<td>603,000,000+</td>
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<tr>
<td>Community Partnerships</td>
<td>27</td>
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<tr>
<td>Indigenous Community Grassroots Celebrations</td>
<td>6</td>
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<tr>
<td>Picnic Participants</td>
<td>128</td>
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<tr>
<td>Festival Participants*</td>
<td>74,000+</td>
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<tr>
<td>Social Media Reach &amp; Impressions</td>
<td>316,000+</td>
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<td>Social Media Posts</td>
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<tr>
<td>Education Day Registrants</td>
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<tr>
<td>Pow Wow Participants</td>
<td>160</td>
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<tr>
<td>Indigenous Artists &amp; Performers</td>
<td>340</td>
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<tr>
<td>Volunteers</td>
<td>304</td>
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<tr>
<td>Volunteer Hours</td>
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<tr>
<td>Indigenous Community Grassroots Celebrations sponsored:</td>
<td></td>
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</tbody>
</table>
| - Due to tornado warnings and air quality in Ottawa, the festival was shortened from 3 days (excluding Education Days) to 2 days of programming. This greatly impacted the total number of festival attendees as many events that usually attract thousands of participants in past years were cancelled.
PROGRAMMING

INDIGENOUS DAY CELEBRATION
Presented by Indigenous Tourism Ontario

STORYTELLING STAGE

CREATIVE WORKSHOPS

THE SSIMAS (INDIGENOUS MUSIC AWARDS)
Presented by TD Bank Group

EDUCATION DAYS
Presented by BMO Financial Group

FAMILY FUN ZONE & OJIBWE SPIRIT HORSES
Presented by Green Shield Canada & Donna Cona

COMPETITION POW WOW
Presented by CN Railway & Canada Deposit Insurance Corporation

MĀDAHÒKÌ MARKETPLACE
Presented by Export Development Canada

CELEBRATION STAGE
Presented by OLG

CULINARY EXPERIENCES
Presented by TD Bank Group & Indigenous Tourism Ontario

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INDIGENOUS DAY CELEBRATION
Presented by Indigenous Tourism Ontario

On June 21, National Indigenous People’s Day was celebrated at the farm with performances by Brad Lafortune, Niego Aasivak Inuit Throat Singers and Indigenous Experiences very own pow wow dancers.

In the evening, Rae-Anna Whiteduck welcomed festival attendees to the Algonquin Territory. The traditional welcome was followed by a spectacular Drone Show of 200 drones that lit up the sky sharing the intimate story of Mewinzha, a creation story to guide each individual’s pathway to Truth and Reconciliation. Colleen Nolan, daughter of Storyteller, Elder, and language keeper Barbara Nolan, opened the evening and graciously provided the Mewnizha story in English and Anishinaabernowin.
EDUCATION DAYS
Presented by BMO Financial Group

Education Days invites schools in the Ottawa area for interactive on-site learning opportunities that ignites passion, instills cultural pride and fosters a wider appreciation in First Peoples of Canada.

This year, a total of **3,512 students and teachers from 42 schools** participated in Education Days at the farm on June 22 and 23. Programming included workshops, demonstrations and teachings of Indigenous creative arts, Inuit games, traditional/contemporary Indigenous dancing and singing performances, and author readings.

**PROGRAMMING**
- Pow Wow Demonstration
- Métis Games
  with Hank Rowlinson
- Inuit Throat Singing and Métis Jig
- Ojibwe Spirit Horse Colouring & Stories
  with Rhonda Snow
- Métis Floral Mural
  with Jaime Morse

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COMPETITION POW WOW
Presented by CN Railway & Canada Deposit Insurance Corporation

The Competition Pow Wow is the heart of SSIF. Following its immense popularity in previous years, the pow wow took place at Mādahōki Farm on June 24 & was scheduled for June 25, with over $75,000 in prize money. Historically the competition attracts more than 300 participants over the two days. However, due to worsening air quality in Ottawa, the last day of the Competition Pow Wow was cancelled, affecting the overall festival programming and participants.

HIGHLIGHTS
• 6 categories & 5 age groups
• 160 participants
• Over $75,000 in prize money
CULINARY EXPERIENCES
Presented by TD Bank Group & Indigenous Tourism Ontario

During the festival, culinary offerings by Mādahōki Farm’s resident chefs Trudy Metcalfe-Coe and Paul Owl included bannock pizza, Indian tacos and traditional teas. Métis Chef Jenni Lessard hosted a workshop to create meals consisting of traditional Métis comfort soup, spruce tip butter and muskeg tea with lake mint. An elevated picnic experience curated by Tawnshi Charcuterie was also first at the festival.

ELEVATED PICNIC EXPERIENCE
TAWNISHI CHARCUTERIE

CULINARY WORKSHOP
CHEF JENNI LESSARD
MĀDAHÒKÌ MARKETPLACE
Presented by Export Development Canada

The on-site Mādahōkì Marketplace is one of the biggest attractions of SSIF and complements the online store. With **100 Indigenous vendors**, SSIF continually seeks to engage emerging makers and their unique products.
CELEBRATION STAGE
Presented by OLG

Celebration Stage was the place to be for live performances featuring SSIMAs-winning musicians, local Métis and emerging talent, Indigenous theatre and cultural showcases.

PERFORMERS
- MÉTIS DANCER BRAD LAFORTUNE
- NIEGO AASIVAK INUIT THROAT SINGERS
- INDIGENOUS EXPERIENCES POW WOW DANCERS
- MÉTIS JIG DANCERS PRAIRIE FIRE
- WORLD CHAMPION HOOP DANCER SCOTT SINQUAH
- AALLA (STRANGER)
- TARNIRIIVIK INUIT THROAT SINGERS
- MISTRESS OF MAGIC CHANELLE MUNROE
- MÉTIS HYPNOTIST SCOTT WARD
- OMÉIGWESSI ENSEMBLE
- AMANDA RHEAUME
FAMILY FUN ZONE & OJIBWE SPIRIT HORSES
Presented by Green Shield Canada & Donna Cona

Our Family Fun Zone had various fun activities and educational resources for the whole family. Farm play, rock climbing, paddle boats, Mādahōki Farm’s herd of the rare and endangered Ojibwe Spirit Horses and new to the farm this year - Jed the Mechanical Bull!
SSIMAS – SUMMER SOLSTICE INDIGENOUS MUSIC AWARDS
Presented by TD Bank Group

The biannual SSIMAs held its first live production at the NAC on June 6 and was livestreamed on Rogers’ YouTube channel. The awards show was also re-broadcast across more than 100 Rogers TV stations nationwide, as well as displayed in the Royal Ontario Museum on June 21 (National Indigenous Peoples Day).

The music awards celebrate Indigenous artists from across Canada and the world by showcasing the diverse and growing music and culture of Indigenous artistic expression and accomplishment.
SSIMAS HIGHLIGHTS

- 225 entries
- 16 categories - including Musical Legacy
- 69 nominees
- 48 jurors
- 47 presenters & performers

WINNERS

- RECORDING ARTIST(S) OF THE YEAR
  Snotty Nose Rez Kids

- INUIT ARTIST / GROUP OF THE YEAR
  Beatrice Deer

- POP / ALTERNATIVE/ ROCK ALBUM OF THE YEAR
  Aysanabee - Watin

- MÉTIS ARTIST / GROUP OF THE YEAR
  Andrea Menard

- RAP / HIP HOP / ELECTRONICA ALBUM OF THE YEAR
  Snotty Nose Rez Kids – I’M GOOD, HBU?

- COUNTRY ALBUM OF THE YEAR
  Jim Jacobs – That’s The Way It Goes

- ROOTS ALBUM OF THE YEAR
  Blue Moon Marquee – Scream, Holler & Howl

- RADIO SONG SINGLE OF THE YEAR
  Logan Staats – Deadman

- LIVE MUSICAL PERFORMANCE OF THE YEAR
  Blue Moon Marquee – Long Black Train

- MUSIC IN THE ARTS
  Kaeley Jade – A Broken Heart [Remembers the Breaking]

- ARTISTIC VIDEO
  Aysanabee – We Were Here

- RISING STAR
  Aysanabee

- POW WOW / HAND DRUM / FIDDLE / INSTRUMENTAL ALBUM OF THE YEAR
  Joel Wood – Mikwanak Karmosakinat

- INTERNATIONAL INDIGENOUS ARTIST / GROUP RECORDING OF THE YEAR
  Solju

- SOCIAL VOICE
  Digging Roots

- MUSICAL LEGACY & CONTRIBUTION
  Vince Fontaine
CREATIVE WORKSHOPS

For this year’s Creative Workshops, participants had the opportunity to create Indigenous arts and crafts, like the floral community art project, Métis beading or medicine bags, while enjoying live performances at the festival.

WORKSHOPS & DEMONSTRATIONS

- **Interactive Métis Floral Community Art Project** with Jaime Morse
- **Métis Beading** with Marissa Magneson
- **Medicine Bags** with Makatew Workshops
- **Inukshuk Building** with Aalla (Stranger)
- **Birch Bark Wigwam & Canoe Building** with Pinock
- **Colouring Mural** with Métis artist Rhonda Snow
**STORYTELLING STAGE**

Festival attendees were able to listen and experience Indigenous culture through storytelling, author’s readings, and oral histories with Rhonda Snow and Sunshine Tenasco, as well as be among the first to hear exciting business ideas from Indigenous entrepreneurs at Pow Wow Pitch.

**NATIVE PONY STORIES**

RHONDA SNOW

**READING OF NIBI’S WATER SONG**

SUNSHINE TENASCO

**POW WOW PITCH**

Pow Wow Pitch is a pitch competition for Indigenous entrepreneurs across Turtle Island to shine the spotlight on Pow Wow vendors, artists, business builders and innovators from all backgrounds and industries, whether just starting or looking to grow to the next level.

**OFF-SITE PARTNER EVENTS**

The festival partnered with local organizations to present Indigenous cultural events and attractions city-wide to extend the reach of Indigenous programming to an even bigger audience.

- **Byward Market**
  - SSIMAs Music Showcase
  - Summer Solstice Fashion Show
  - Indigenous Night Market
- **Canadian Museum of History**
  - Mādahóki Live Performance
- **Canadian Museum of Nature**
  - Wolves Stencil Art Workshop
  - Birch Bark Crafting Demonstration
SPONSORS & PARTNERS

FESTIVAL SPONSOR

Rio Tinto

SSIMAS PRESENTING SPONSOR

TD

PRESENTING SPONSORS

TD Culinary Programming

OLG Celebration Stage

BMO Education Days

cdic sadc Competition Pow Wow

CN Competition Pow Wow

ITO National Indigenous People’s Day

PROGRAM SPONSORS

EDC

ITO

gsc

ALGONQUIN COLLEGE

PROGRAM PARTNERS

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MARKETING STRATEGY

Digital content, such as social media posts, newsletters and videos were utilised to promote this year’s festival, engage audiences and drive traffic to the website for more information about the festival and programming.

Owned, paid, shared and earned media outlets were also used alongside the digital content to reach a wider national audience. Through these channels, key cultural messages and programming were promoted and associated sponsors were shown our appreciation.

DIGITAL CONTENT

WEBSITE

www.summersolsticefestivals.ca was the main point of entry for the festival, featuring all information about programming as well as the SSIMAs nominees and winners. The website received a total of 39,467 users and 211,593 views in the 6 weeks leading up to the festival.

The festival sponsor logo appeared in the footer of every webpage and all sponsors were highlighted in a scrolling footer that was visible on every webpage as well. A dedicated Proud Partners subpage was also created to showcase each and every sponsor and partner.
ROGERS TELECAST OF THE SSIMAS BY TD BANK GROUP

The SSIMAs was livestreamed on the Rogers YouTube channel on June 6 and re-broadcast on June 21 in more than 100 Rogers TV stations nationwide, reaching a potential 7,000,000 households each time.

MAILCHIMP

The festival, as well as programming updates and SSIMAs news, was announced and promoted through 15 newsletters sent out between March 24 to June 25 to a subscriber base of 25,000+ subscribers. Each newsletter included sponsor logos and co-branding. At this time, the subscriber base grew 66%.

Bring Your Curiosity and Creativity
To Our Make & Take Workshops & Demos

INTERACTIVE MÈTIS FLORAL COMMUNITY ART PROJECT
with Jamie Morse
Saturday, June 24th: 10AM to 7PM | Sunday, June 25th: 10AM to 5PM
Free to participate | No Registration

MAKE & TAKE MEDICINE BAGS
with Makatew Workshops
Wednesday, June 21: 4PM | Saturday, June 24th: 11AM & 3PM | Sunday, June 25th:
11AM & 3PM
Cost: $20 per kit
pre-registration required (sold on site if any remaining)

MĀDAHÒKIÌ
(share the land)

Experience Authentic Indigenous Culture
4420 West Hunt Club Road, Ottawa, ON
Summer Marketplace Hours
Open daily from 11:00 am–6:00 pm
madahoki@indigenous-experiences.ca

Summer Solstice Indigenous Festival
@ MĀDAHÒKIÌ FARM
June 24 + 25

FREE ADMISSION
NO PUBLIC ON-SITE PARKING DURING FESTIVAL WEEKEND

ALL PARKING & TRANSPORTATION INFO HERE

Plan Your Festival Weekend
So Much to See + Do!
ORGANIC SOCIAL MEDIA

Leading up to and throughout the course of the festival, **235 pieces of organic content** were generated and shared on Facebook, Instagram and Twitter. Among the content produced were programming highlights graphics and a promotional video. Hashtags and account-tagging of sponsors and artists/performers were also utilised to further broadcast the festival.

**Facebook**

Reach: **265,329**  
Followers: **16,730**

**Instagram**

Reach: **13,320**  
Followers: **4,080**

**Twitter**

Impressions: **37,500+**  
Followers: **2,261**

**Highest Performing Posts**

**Facebook**

Celebrating Indigenous excellence – #TheSSIMAs  
Tickets On Sale Now! #TheSSIMAs | June 6th @ The NAC

Live Performances by:  
Joel Wood  
Aysanabé  
Indian City  
Andrea Menard  
Plex  
Hosted by: Saraín Fox

Tickets: [https://www.ticketmaster.ca/event/310058809467164C](https://www.ticketmaster.ca/event/310058809467164C)  
#SSIMAS #TheSSIMAs #Indigenous #IndigenousCulture #ssl2023

**Twitter**

Join us! FREE Family Fun at Madahkíí Farm!  
INDIGENOUS DAY CELEBRATION – Presented by @IndigenousTO #NIIP #SSF2023  
WEDNESDAY, JUNE 21, 2023 | 3PM-10PM

Details: [summersolsticefestivals.ca](https://summersolsticefestivals.ca)  
@ottawasolstice @RoiTinto @IndigenousTO @BradLafortune @Ottawa_Tourism @A7Q_Official

**INDIGENOUS DAY CELEBRATION**  
Presented by Indigenous Tourism Ontario  
WEDNESDAY, JUNE 21 | 3PM-10PM

- **1:30 pm**  
  - Bród Lafortune
- **4:15 pm**  
  - Indigenous Experience: Pow Wow Dancers
- **6:30 pm**  
  - Indigenous Experience: Pow Wow Dancers

**CREATIVE WORKSHOPS**  
- **6:00 pm**  
  - Medicine Bag Workshop
- **7:00 pm**  
  - Former & Reconciliation Experience
- **7:30 pm**  
  - Indigenous Experience: Pow Wow Dancers

**FAMILY Fun**  
- **5:45 pm**  
  - Indigenous Fun & Non-Stop Entertainment
- **6:00 pm**  
  - Marketplace | Cooking Classes | Creative Workshops | Indigenous Picnic
- **6:30 pm**  
  - Indigenous Day Celebration June 21
- **7:00 pm**  
  - Competition Pow Wow June 24-25
- **7:30 pm**  
  - FREE PARK & RIDE SHUTTLE from Algonquin College | NO ON-SITE PARKING

More Info: [https://summersolsticefestivals.ca](https://summersolsticefestivals.ca)  
#Indigenous #IndigenousArt #IndigenousCulture #familyfun

**Instagram**

solsticefestivals • Follow

solsticefestivals #SSF2023 - FREE FAMILY FUN & NON-STOP ENTERTAINMENT  
Marketplace | Cooking Classes | Creative Workshops | Indigenous Picnic  
INDIGENOUS DAY CELEBRATION JUNE 21  
EDUCATION DAYS JUNE 22-23  
COMPETITION Pow Wow JUNE 24-25  
FREE PARK & RIDE SHUTTLE from Algonquin College | NO ON-SITE PARKING

More Info: [https://summersolsticefestivals.ca](https://summersolsticefestivals.ca)  
#Indigenous #IndigenousArt #IndigenousCulture #familyfun
The marketing campaign for 2023 consisted of new and renewed promotional and advertising partnerships with CBC, Rogers Sports and Media, ELMNT FM, Bell Media and Hot 89.9. Returning media partners expanded their promotional and editorial support on-air, in print and broadcast to maximize our reach.

**ROGERS SPORTS & MEDIA**
Partnering once again with Country 92.3, KISS 105.3 and CityNews 101.1, the three radio stations ran 40 30-second promotional commercials each between June 12 to 21.

The partnership also resulted in 137,931 digital impressions on ottawa.citynews.ca.

**CBC**
CBC Ottawa once again supported the festival with promotional, editorial and social support. Several 30-second ads were run between May 23 and June 25.

**ELMNT FM**
Continuing in the fifth year of partnership, Elmnt FM supported SSIF in both Ottawa and Toronto markets through website ads, produced commercials, interviews with key performers and social media posts. Elmnt FM also provided live hosts for the Indigenous Day Celebration and Celebration Stage programs.

**BELL MEDIA**
Display and video ads were featured on various Bell Media channels from May 26 until June 25, resulting in 193,432 ad server impressions.

**HOT 89.9**
Partnership increased 5X resulting in 200 pre-produced messages airing on Hot 89.9 between June 1 - June 25. They also supported by having their street team onsite.

**POSTER CAMPAIGN**
A poster campaign extended the reach of the festival with promotional posters in various areas of Ottawa.
EARNED MEDIA

News releases aligned with program pillars and festival-related initiatives were distributed nationally with media monitoring conducted by Meltwater (courtesy of the Canadian Museum of Nature).

Proactive pitching to key contacts was undertaken, resulting in 603,000,000+ earned media impressions with headlines in major publications across Canada.
<table>
<thead>
<tr>
<th>MEDIA</th>
<th>REACH</th>
<th>FLIGHT TIMING</th>
<th>GEO</th>
<th>DETAILS</th>
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<tbody>
<tr>
<td>Bell Media</td>
<td>193,432</td>
<td>May 26 - June 25</td>
<td>Ontario</td>
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<tr>
<td>ottawa.citynews.ca</td>
<td>137,931</td>
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<td>CityNews 101.1</td>
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<td>Country 92.3</td>
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<td>40 occasions</td>
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<td>Kiss 105.3</td>
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<td>ottawa.elmntfm.ca</td>
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<td>200 occasions</td>
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<td>CBC Digital Support</td>
<td>1,800,000</td>
<td>June</td>
<td>Ottawa</td>
<td>Radio, TV, online</td>
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<td>ROGERS TV Ottawa</td>
<td>200,000</td>
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<td>Ottawa</td>
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<td>2-hour telecast</td>
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