





FOR IMMEDIATE RELEASE

Second Annual Cree Knowledge Festival Invites Everyone to Experience and Celebrate Cree Culture This December 6 and 7

Cree Nation of Oujé-Bougoumou, Québec, November 22, 2024 -- Following the incredible success of the first Cree Knowledge Festival last year, the Cree Outfitting and Tourism Association (COTA), Cree Native Arts and Crafts Association (CNACA) and Cree Trappers' Association (CTA) are delighted to announce the second edition this December 6-7, 2024. The event will be livestreamed from the Aanischaaukamikw Cree Cultural Institute in Oujé-Bougoumou, with virtual and in-person attendance options.

Held under the theme "Bringing People Together," the Festival will celebrate the vibrant culture and traditions of the Cree communities of Eeyou Istchee, the traditional territory of the James Bay Cree in Quebec. Participants will be captivated by two days of speakers, stories, panels, and performances, enjoying an indepth look at the rich culture, history, and worldview of the Cree Nation. The **free**, **virtual event is open to everyone**, and organizers encourage people from all backgrounds to attend.

Robin McGinley, Executive Director of COTA, says an increasing number of people are seeking authentic Indigenous experiences when travelling in Quebec and Canada. She hopes this year's Festival will inspire people to learn and engage more with Indigenous cultures and people. "By offering the Cree Knowledge Festival event virtually, we are making it possible for anyone, no matter who or where they are, to get to know our culture, people, and lands from our own perspective. Attendees will hear from Cree Knowledge Keepers, watch our artists perform, and experience our territory firsthand. Authentic experiences like this allow us to build bridges and understanding between cultures."

Dale Cooper, Executive Director of CNACA, has seen similar trends in the arts sector. "At our Montreal store, Wachiya, we often talk to people who are eager to hear our stories and get to know our artists. The Cree Knowledge Festival is a great way for people to learn about our artistic traditions and to gain an appreciation for the importance that arts and crafts play in the survival and expression of our culture."

To register for the Cree Knowledge Festival and for more information, visit **cree-festival-cri.com**.



CONTACT

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About the Cree Outfitting and Tourism Association

The Cree Outfitting and Tourism Association (COTA) was created in Chapter 28.4 & 6 of the James Bay and Northern Quebec Agreement (JBNQA) which was signed in 1975 and incorporated as a non-profit corporation on December 7, 2000. Their mission is to develop and implement a collective vision for a world-class sustainable tourism industry in Eeyou Istchee that is in harmony with Cree culture and values and that involves a partnership with Cree communities, institutions, and businesses.

About the Cree Native Arts & Crafts Association

The Cree Native Arts and Crafts Association (CNACA) is a not-for-profit organization established in 2004 under the James Bay and Northern Quebec Agreement (JBNQA) signed in 1975. Our mandate is to assume a leadership role on behalf of the Cree for the development of the arts and crafts and the cultural industries of Eeyou Istchee.

About the Cree Trappers' Association

The Cree Trappers' Association (CTA) is a not-for-profit organization established under the James Bay and Northern Quebec Agreement. Its mandate and responsibility consist of protecting and promoting the interests and values of Eeyou/Eenou trappers, traditional pursuits, and governance of hunting territories in Eeyou Istchee.