MediaEdge RAP

Summer 2025 Quarterly Update

Sacred Seasons: Celebrating Indigenous Summer

Many Indigenous worldviews are rooted in seasonal cycles, with summer representing abundance, vitality, and spiritual renewal. Indigenous communities across Canada come alive during these sun-filled months, kicking off with the Summer Solstice and National Indigenous Peoples Day on June 21. Across the country, communities gather to honour traditions through storytelling, dance, and ceremony. Summer also ushers in Pow Wow season—a vibrant tapestry of drumming, regalia, and intergenerational connection. These gatherings are not only expressions of identity and resilience but also invitations for all to witness the beauty and strength of Indigenous cultures.

Beyond public events, summer is a time for quiet reverence. Families return to the land to fish, harvest, and gather medicines, honouring the teachings of Elders and the spirits of the natural world. We hope you are making the most of this sacred season. As always, if you have any questions or suggestions about the RAP program, please contact your local RAP Working Group member.

Winnipeg Summer Highlights

Over in Winnipeg, we kicked off the summer with the second annual Walk to End Violence in support of the Moose Hide Campaign on May 15. Almost 700 people joined us for the walk, starting at the Canadian Museum of Human Rights and ending at the Manitoba Legislature, where attendees were treated to a beautiful performance and a public Round Dance with the Aboriginal School of Dance. In addition to other events like the Manito Ahbee Pow Wow and Treaty One Anishinaabe Days Pow Wow, our own Ashley Huston spoke at a DEI + Reconciliation panel at the Canadian Institute of Quantity Surveyors Conference, where she shared details on the MediaEdge RAP program as a reconciliation advocate. A special shoutout also goes out to members from both Winnipeg and Toronto offices, who united to secure essential items for the Southern Chiefs' Organization in support of wildfire evacuees in Manitoba. Thanks to all those who donated!

Toronto Team News

This summer, members of the Toronto team explored cultural sites and celebrations throughout the region, including a visit to the Stockey Centre in Parry Sound. There, Erin viewed the striking bronze statue of Francis Pegahmagabow, the most decorated First Nations soldier in Canadian history— and explored the monuments dedicated to the Algonquin Regiment. In all, over 4,000 Indigenous soldiers served in the Canadian forces during WWI, and thousands more in WWII, many of whom joined reserve units like the Algonquins. Back in the city, the UpFRONT Festival lit up downtown Toronto with three days of Indigenous art, music, and culture. Attendees enjoyed free outdoor concerts by talented musicians in Berczy Park and Scott Street where the original shoreline of Lake Ontario once met the land. If you missed the festival, you can still experience the photography, beadwork, and sculptures on display at the Meridian Arts Centre through the month of August.

Summer Quarterly Draw

Back in April, the first RAP draw of the year provided an opportunity for us to connect online—and three lucky winners received cash prizes. Congrats again to Bethany ($500), Veronica ($500), and Justyne ($100)! The next draw will take place on Monday, September 8, so stay tuned for more details. Please remember to log credits with the RAP committee to ensure your entries are counted. The more credits you earn, the more chances to win! There are multiple ways to earn credits—through engaging in cultural experiences, reading books by Indigenous authors, listening to podcasts, and many more.

Expand Your Knowledge...

Click on the links for content from MediaEdge about Indigenous-led projects, programs, and initiatives relevant to the sector

Yukon embarks on Dawson City Recreation Centre - REMI Network
Economic reconciliation comes with CRE upside - REMI Network

National monument to give form to Action #81 - REMI Network

Indigenous partners on infrastructure agenda - REMI Network

NationTalk - Indigenous Innovators, Icons and Influencers: https://www.mediaedgemagazines.com/nt242/

Indigenous Business Report, Summer 2025: https://www.mediaedgemagazines.com/the-canadian-council-for-aboriginal-business-ccab/cb252/

She is Wise, Spring/Summer 2025: https://www.mediaedgemagazines.com/ontario-native-womens-association-onwa/oi251/

Path to Certification

- Congratulations to **Kris McFadden** and **Jason Krulicki** for completing the Indigenous Canada course!
- Congratulations to **David Tetlock** and **Derek de Weerdt** for earning their community engagement credits!
- Congratulations to **Veronic Johnston**, **Ashley Huston** and **Emily Weidenbacher** for going above and beyond to secure new credits past their RAP certification! They have each earned 10, 12 and 26 new credits, respectively.

Upcoming Events

WINNIPEG

Niña Waste BBQ - August 30, 12PM – 4PM
Don't miss this free event showcasing Indigenous entrepreneurs, open to all at Kildonan Park Owl and Hawk Site.
https://www.instagram.com/p/DM_pdBywlsg/

Naawi-Oodena Seasonal Market – September 2, 16 and 30
The Treaty One Development Corporation is excited to launch a new community initiative taking place bi-weekly at the Oodena Gas & Convenience Store parking lot. Featuring Indigenous artistry and food, the market is a celebration of culture, creativity, and local commerce.
https://treaty1.ca/event/naawi-oodena-seasonal-market/

Orange Shirt Day Healing Walk and Pow Wow - September 30
Hosted by the Southern Chiefs Organization, this free event features a Pipe Ceremony at 10 AM at Oodena Circle (the Forks) followed by a healing walk at 11 AM to RBC Convention Centre, with Grand Entry at 1PM.
https://scoinc.mb.ca/orangeshirtday2025/

TORONTO

Implementing UNDRIP and Reconciliation in Canada – September 11
Join Dr. Cynthia Wesley-Esquimaux for a discussion on the United Nations Declaration on the Rights of Indigenous peoples (UNDRIP) to work out an understanding of where and how this declaration will play a role in the future of Canada. All are welcome to attend this free event at the Toronto Public Library - Albert Campbell Branch.
https://www.eventbrite.ca/e/implementing-undrip-and-reconciliation-in-canada-with-dr-wesley-esquimaux-tickets-1559966361886?aff=ebdssbdestsearc

Walk Together Towards Reconciliation - September 25
Gain understanding about Orange Shirt Day and its meaning with Bawaajigewin Aboriginal Circle, through beading orange shirt pins, and sharing stories. This even is tresented by artists Susan Byrne and Debbie Pearson, in partnership with Bawaajigewin Aboriginal Community Circle.
https://www.eventbrite.ca/e/walk-together-towards-reconciliation-beading-orange-shirt-pins-courtice-registration-1549821039449?aff=ebdssbdestsearch

Shall We Talk Treaties? - October 20
Dr. Cynthia Wesley-Esquimaux will speak to the many treaties - still sacred, still viable, and still in negotiations for implementation, that cover the Province of Ontario. Registration is encouraged for this free event at the Toronto Public Library.
https://www.eventbrite.ca/e/shall-we-talk-treaties-tickets-1465784353459?aff=ebdssbdestsearch

Land Acknowledgements

The MediaEdge Winnipeg office is located in the heart of the Red River Valley, the meeting place of the First Peoples, situated on Treaty One Lands and home to the original territories of the Anishinaabe, Cree, Oji-Cree, Dakota, Lakota, Dene Peoples and the homeland of the Red River Métis. The Toronto office is located on the traditional territory of many Nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat Peoples, and is now home to many diverse First Nations, Inuit and Métis Peoples. The Vancouver office is situated on the unceded traditional territories of the Musqueam, Squamish and Tsleil-Waututh Nations.

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