



FOR IMMEDIATE RELEASE

The First Peoples' Cultural Council hosts INDIGIFEST 2021 – a virtual celebration of Indigenous music, arts and culture from across British Columbia

Live music broadcast online every Thursday evening in August

JULY 26, 2021 – WJOLELP, UNCEDED TERRITORY OF WŚÁNEĆ NATION / BRENTWOOD BAY, B.C.–

The First Peoples' Cultural Council (FPCC) is hosting a free, live, online celebration of Indigenous music, arts and culture throughout the month of August. INDIGIFEST 2021 will feature 18 uniquely talented Indigenous artists from all corners of the province every Thursday evening in August.

Following the successful inaugural INDIGIFEST in 2019, this free event offers an opportunity to share and celebrate diverse Indigenous music from across the province with performances from the Kwadacha Nation in the north to the Nuučaanuł (Nuu-chah-nulth) territory on Vancouver Island. INDIGIFEST represents musical genres from classic country to timeless folk and from blues to Hip Hop.

“The First Peoples' Cultural Council is excited to present INDIGIFEST 2021, a virtual celebration of the ingenuity, vitality and diversity of Indigenous music from across the province of British Columbia,” said Sarah Pocklington, FPCC Arts Program Manager and Executive Producer of Indigifest. “INDIGIFEST is much more than a festival – FPCC is passionate about offering programs, opportunities and mentorships that support the careers of Indigenous musicians and music industry professionals and contributes to building a strong and vibrant Indigenous music scene in B.C. and beyond.”

Each Thursday show begins at 7:00 pm (PST) on FPCC's digital platform pilot project ensuring the security of every Indigenous artist's work, their intellectual property rights and cultural copyright. Shows will be hosted by familiar names, including Squamish Nation Elder Xwechtaal Dennis Joseph and music industry trailblazer Elaine Bomberry. Each musical set will be interspersed with cultural teachings and storytelling, making for an exciting and fun viewing experience.

Building off the first Indigenous Music Retreat in 2018, INDIGIFEST 2021 is based on a circle of support for emerging artists which includes skills development and mentorship. The 2020 retreat was deferred due to the pandemic and adapted into the Virtual Music Performance Training Program, providing participants with a media equipment package and technical training skills. This enhanced skill set has made it possible for each artist to become fully self-producing in this new virtual landscape.

“Indigenous artists will own the stage to share their talents with audiences at this year's virtual Indigifest,” said Melanie Mark, Minister of Tourism, Arts, Culture and Sport. “Designed, produced and performed by Indigenous people, I'm so proud to support this initiative through the BC Arts Council and Creative BC. This year's line-up looks amazing and I encourage everyone to tune in to this free online festival.”

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"I'm very excited that this year's Indigifest 2021 will showcase the music, talent and capacity of local Indigenous artists--literally to the world, using a new platform developed by the First Peoples' Cultural Council," said Prem Gill, CEO of Creative BC. "The music industry is increasingly technical and it's essential that creator rights are protected while they expand reach and connection to new and engaged audiences."

"By streaming this year's festival for free online, First People's Cultural Council is making Indigenous culture even more accessible, showcasing Indigenous talent to a worldwide audience," said Sae-Hoon Stan Chung, Chair of BC Arts Council. "FPCC has also worked with artists behind the scenes, making sure they were technically well prepared to meet this opportunity. The BC Arts Council is proud to support FPCC and Indigifest and we hope that everyone will take this opportunity to enjoy and be inspired by these wonderful Indigenous artists and creators."

This event is made possible with the generous support of Creative BC, the BC Arts Council and the Province of B.C.

For more information, visit: www.indigifest.ca

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About FPCC:

FPCC is a First Nations-led provincial Crown corporation with a mandate to support the revitalization of Indigenous languages, arts, cultures and heritage in B.C. The organization provides funding, resources and skills development to First Nations, monitors the status of First Nations languages, develops policy recommendations for First Nations leadership and government and collaborates with organizations to raise the profile of Indigenous arts, languages and cultural heritage in B.C., Canada and internationally. Visit: fpcc.ca

Available to media:

- Interviews with artists & MC's accommodated on request.
- [INDIGIFEST 2021 schedule](#)
- [August 5 Performer bios + photos](#)
- [August 12 Performer bios + photos](#)
- [August 19 Performer bios + photos](#)
- [August 26 Performer bios + photos](#)

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