MUSQUEAM

SQUAMISH

TSLEIL-WAUTUTH

A NEW DAY IS DAWNING

A new story is being carried across the land, and around the world.

It is a story that reverberates across time and countless generations.

It is an ancient tale, retold for modern times. Of legends reborn, and traditions redefined.

It is a story told by many voices, in many different places. And together, it is a story that has the power to forever transform not only the way the world looks at Indigenous Peoples, but also the way Indigenous Peoples look at the world.

This is the story of the Four Host First Nations.

LET THE STORY BEGIN

When the 2010 Olympic and Paralympic Winter Games open in Vancouver, four billion pairs of eyes will be watching.

As co-hosts, the four Nations of Lil'wat, Musqueam, Squamish and Tsleil-Waututh – and by invitation Aboriginal Peoples throughout the country - have an unprecedented opportunity to showcase their unique cultures on an international stage.

What stories will we share? What messages will we relay about who we, as First Peoples of this land, are today? The Four Host First Nations (FHFN) brand is the vehicle that will deliver these ideas to the world.

Intended for all who touch or will be touched by the Four Host First Nations, this book was created to convey the essence of our brand story. The words, phrases, and images contained in these pages offer a starting point from which to develop the stories that need to be told.

Whether you are creating or offering a FHFN product or experience, informing about the Games, or taking part as an athlete, volunteer, employee or spectator, you can use this guide to find expression for the FHFN story.

The ideas and themes carried in this book are intended to inspire and inform you. Let them resound in the way you communicate about the Four Host First Nations.

an opportunity to
EXPERIENCE

an invitation to
WITNESS

the power to
TRANSFORM

THE STORY OF OUR LOGO

Four faces gaze out at the world, united within the sacred circle of life. In the centre, four feathers point to the cardinal directions – north, south, east and west. Four nations, united in purpose and in spirit, inviting and welcoming the nations of the world to share the experience of the 2010 Olympic and Paralympic Winter Games.

The artist, on the design

Unity in the midst of our Nations.

"This design represents how our Nations will become even closer in the near future. Our relations will become tight-knitted once again. The respect we have for one another is beyond any words. The design in the circle represents a face from each of the Host Nations: Lil'wat, Musqueam, Squamish, Tsleil-Waututh."

About the artist

The Four Host First Nations logo was designed by artist Jody Broomfield from the Squamish Nation. His work was chosen as the winning design from a 2005 competition open to all artists from the host Nations.

LIL'WAT.
MUSQUEAM.
SQUAMISH.
TSLEIL-WAUTUTH.

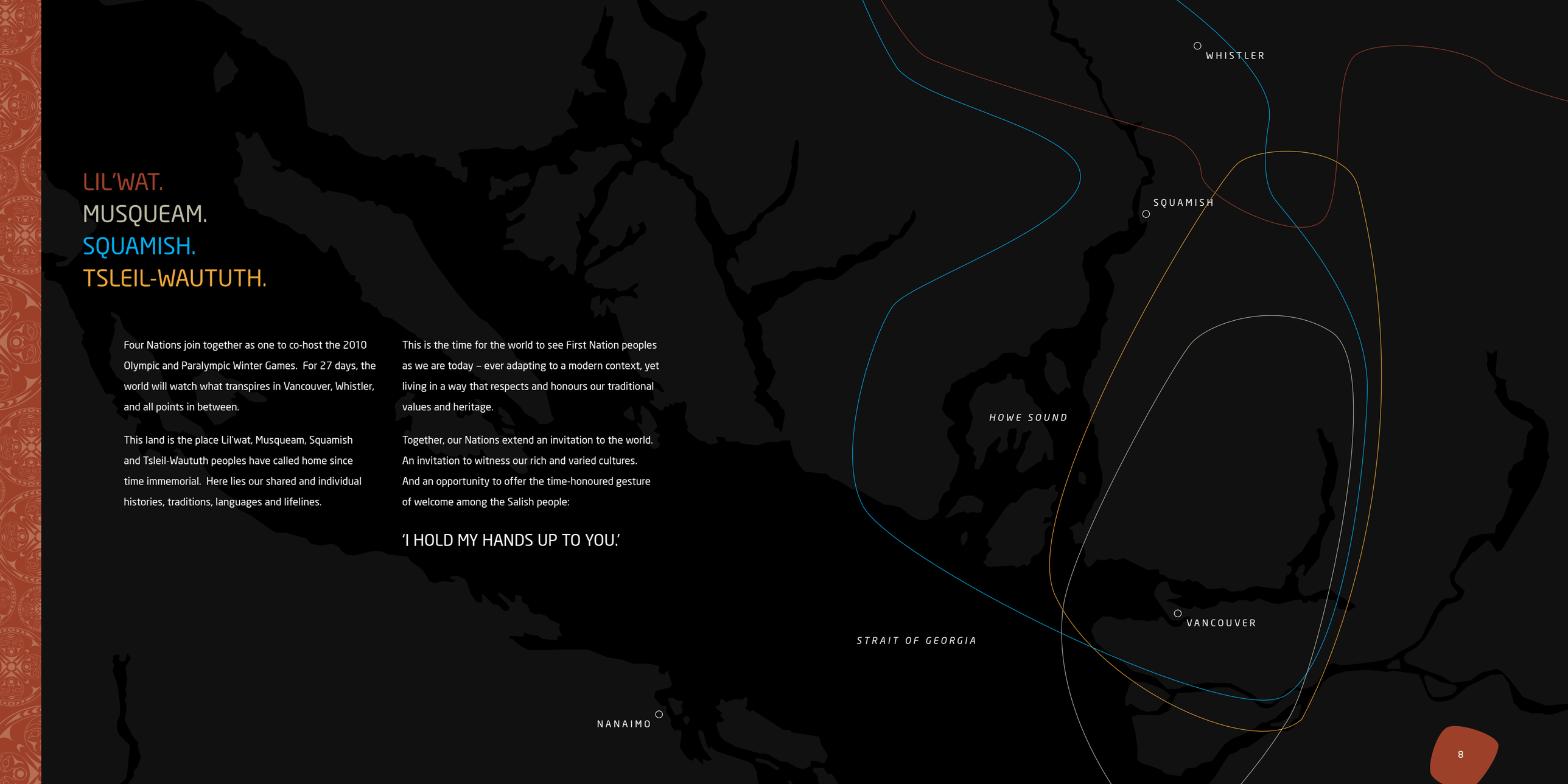
Four Nations join together as one to co-host the 2010 Olympic and Paralympic Winter Games. For 27 days, the world will watch what transpires in Vancouver, Whistler, and all points in between.

This land is the place Lil'wat, Musqueam, Squamish and Tsleil-Waututh peoples have called home since time immemorial. Here lies our shared and individual histories, traditions, languages and lifelines.

This is the time for the world to see First Nation peoples as we are today – ever adapting to a modern context, yet living in a way that respects and honours our traditional values and heritage.

Together, our Nations extend an invitation to the world.
An invitation to witness our rich and varied cultures.
And an opportunity to offer the time-honoured gesture of welcome among the Salish people:

'I HOLD MY HANDS UP TO YOU.'



LIL'WAT7UL (LIL'WAT)

The people of the Lil'wat Nation live just north of Whistler in the community of Mount Currie. With approximately 1400 of its 1800 members living on reserve, Lil'wat is the fourth largest on-reserve community in BC.

Lil'wat people belong to the broader Interior Salish group, and speak the language Ucwalmicwts. It is said that the history of the Lil'wat people is 'written upon the land.' In other words, the oral history and the legends of the Lil'wat, place names of geographic and archaeological features found in the region, and words in the Ucwalmicwts language – all bind the Lil'wat people inextricably to the lands and waters of Lil'wat territory.

Traditionally, Lil'wat people were fishers and hunter-gatherers, harvesting for sustenance and cultural purposes as well as for trade with neighbouring Nations and later with European settlers.

A strong economic structure based on harvest and trade remains a crucial element of Lil'wat society today. Fish, game, plant foods and medicines continue to be harvested for use by Lil'wat people, as well as for trade or sale. Traditional crafts including baskets, drums, carvings, and handcrafted clothing made of deer and moose hides are still produced by Lil'wat artists and craftspeople.

www.lilwat.ca

Chief Leonard Andrew

Lil'wat Nation

Chief Ernest Campbell
Musqueam Nation

MUSQUEAM

The Musqueam peoples' traditional territory occupies much of present day Vancouver, the University of British Columbia and surrounding areas. The Musqueam Indian Reserve is located south of Marine Drive near the mouth of the Fraser River, and today many of Musqueam's twelve hundred members live here, on a small portion of the Nation's traditional territory.

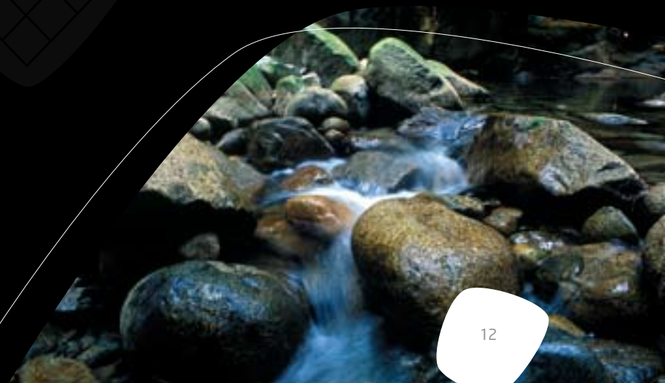
Musqueam people are descendents of the broader Coast Salish cultural group. They speak the Hun'qumi'num language, the downriver dialect of the Salishan Halkomelem language.

The name Musqueam derives from Muxqui, the grass that once flourished on the banks of what is now called the Fraser River.

The river has always been a source of livelihood and significance for Musqueam people, who moved throughout their once vast traditional territory using the resources of the lands and waters for fishing, hunting, trapping and gathering. Today, Musqueam people still use these resources for economical and traditional purposes.

Although a metropolitan city has developed in the heart of Musqueam territory, the community maintains strong cultural and traditional beliefs. Community historians and educators teach and pass on the Musqueam history to their people, keeping Musqueam culture and traditions strong.

www.musqueam.bc.ca



SKWXWÚ7MESH (SQUAMISH)

The traditional territory of the Squamish Nation comprises parts of the present-day Greater Vancouver area, Gibson's Landing (north of Vancouver) and the Squamish River watershed. Today, Squamish people live on a small fraction of their traditional lands, scattered in nine communities that stretch from North Vancouver to the northern area of Howe Sound. More than two thirds of Squamish's 3,500 members live in eight villages on reserve.

The present day Squamish Nation is an amalgamation of sixteen unique but related Coast Salish tribes that was created in 1923 to ensure sound and efficient government for all. Membership in Squamish Nation is determined by birthright and by marriage.

Part of the broader Coast Salish cultural group, Squamish people speak the Skwxwú7mesh Snichim, or the Squamish language. The Skwxwú7mesh Snichim, although critically endangered, is still a vital part of the Squamish peoples' culture.

The word Skwxwú7mesh itself translates roughly to 'People of the Sacred Water,' and refers to the importance of the many waterways within Squamish traditional territory. Traveling by dugout canoe, Squamish ancestors traversed these waters in milder months to hunt, fish, and gather resources that would sustain their families through the winter.

www.squamish.net

Chief Gibby Jacob
Squamish Nation

Chief Bill Williams
Squamish Nation

TSLEIL-WAUTUTH

The traditional territory of the Tsleil-Waututh First Nation reaches from the Fraser River northward to Mamquam Lake near Whistler. Today, the Tsleil-Waututh – or 'People of the Inlet' – live predominantly on the north shore of Burrard Inlet. Once more than 10,000 strong, Tsleil-Waututh membership is now 420, with 270 members living on reserve.

Tsleil-Waututh are part of the larger Coast Salish cultural group. Like the Musqueam, members speak Hun'qumi'num. Stories tell of the Creator transforming a wolf into the first Tseil-Waututh person, and to this day Tsleil-Waututh people consider themselves closely related to their wolf kin.

The traditional Tsleil-Waututh culture was based on a "seasonal round" involving a complex cycle of food gathering, hunting, spiritual and cultural activities. Spring, summer and fall were times of gathering – whereby Tsleil-Waututh people moved around their territory, harvesting everything from berries to salmon. Some resources were used immediately, while others were processed and stored for use during the winter.

Despite vast changes that have been imposed within their territory, Tsleil-Waututh people continue to practice a wide range of traditional activities. A key goal of the modern Tsleil-Waututh community is to ensure that once abundant resources can be restored, protected, and utilized on a sustainable basis.

www.burrardband.com

Chief Leah George-Wilson
Tsleil-Waututh Nation

ONE CANOE, MANY PADDLERS

Four Host First Nations is more than the union of four Nations. It is a gesture of welcome and an expression of openness that has been extended to all Aboriginal Peoples from across the country.

Our partners in welcoming the world are the First Nations, Inuit and Métis Peoples of Canada. By extending the opportunity to be part of FHFN, we offer these groups a chance to showcase their own unique cultures. And we show the world the richness and diversity that exists amongst Aboriginal Peoples in this country.

By joining with our Aboriginal and non-Aboriginal partners, FHFN becomes much more than the sum of its parts.

LIKE THE SOUND OF A DRUM APPROACHING, WITH EACH DAY THE HEARTBEAT OF FHFN GETS LOUDER

When the games open in 2010, and First Peoples take their rightful place on the world stage, we will be invisible no longer in our own homelands.

The Four Host First Nations vision is a lasting legacy of Aboriginal communities across Canada that are strengthened through respect, recognition and understanding on an international stage.

THE FOUR HOST FIRST NATIONS BRAND

A brand is more than a logo, a symbol, a catchy phrase or a souvenir. A brand is the identity of a product or organization– its values, ideas, traits and qualities. It is the total of all the impressions, direct or indirect, that we retain and recall. It is a symbol of trust, and a promise of performance. A brand is our bond with the public.

What does the Four Host First Nations brand represent? For starters, if we were a person, these are some of the personality traits we'd have:

ADAPTIVE
POSITIVE
EXPERIENCES
PROUD
PROFESSIONAL
STRONG
AUTHENTIC
CREATIVE
COOPERATIVE
LASTING
WELCOMING
INSPIRING
GENUINE
MYSTICAL
QUALITY
TRADITIONAL
COMPETITIVE
HUMOUROUS
UNIQUE
EVOLVING

FOUR NATIONS, FOUR WORDS: OUR BRAND ESSENCE

Four words, above all, describe the soul of the Four Host First Nations: authentic, creative, quality, experiences.

These qualities run through every aspect of our brand experience, from the art and products our craftspeople and artists create, to the music our performers write and play, to the kinds of tourism and cultural programs we host.

You'll find them in the content of our website, or in the pages of this book. They are our core DNA — the essential ingredients in everything we do, and how we do it.

If you are ever in doubt as to any decision related to the Four Host First Nations, pass your question through these filters:

Is it AUTHENTIC

Is it CREATIVE

Does it create a lasting EXPERIENCE

Does it represent QUALITY

AUTHENTIC EXPERIENCES

At the heart of the FHFN brand promise is a pledge to deliver goods and experiences that are steeped in the values and traditions of the First Peoples of this country.

Authenticity is about integrity. It is about generations of respect, protocol and custom observed to this day. And it's about people – the Aboriginal Peoples of today who carry those traditions forward as they adapt to the changing world around them.

CREATIVE EXPERIENCES

Each FHFN offering begins with an inspiration – a creative spark. From there, ideas become reality.

In a way that mirrors the experience of Aboriginal Peoples in this country, FHFN works fuse ancient traditions with modern techniques and sensibilities. A traditional design may be created using contemporary tools; a modern artist may have a new take on an age-old theme.

Creativity is where inspiration meets effort, and the results are as exciting as they are original.

QUALITY EXPERIENCES

An experience or item can immediately gratify, or leave a lasting impression. FHFN worksa do both.

Imbued with the values of sustainability and excellence in craftsmanship, FHFN products and experiences are at once impactful and timeless.

EXPERIENCES THAT TRANSFORM

In most Aboriginal cultures, the theme of transformation plays a powerful role.

Lil'wat, Musqueam, Squamish and Tsleil-Waututh – all have transformation stories that harken back to times of creation. Here, supernatural beings shifted shape from human to animal, rock, mountain or other geographic feature and back again to teach valuable lessons of birth, growth and renewal.

More recently, as the world has shifted dramatically around the First Peoples of Canada, so too have Aboriginal communities and individuals undergone dramatic changes, ever adapting to the context they live in.

In 2010, Aboriginal cultures will be in the international spotlight like never before. For perhaps the first time ever, the world will witness the monumental transformation of these peoples, and the resurgence and revitalization of ancient cultures to evolve and thrive in a modern world.

A LEGACY OF TRANSFORMATION

Through lasting legacies, Four Host First Nations will transform lives forever.

Legacies of hope, pride, opportunity and support will outlive the Games and benefit generations of Aboriginal and non-Aboriginal Peoples to come.

The 2010 Olympic and Paralympic Winter Games expect to see unprecedented participation by Aboriginal Peoples. How will that impact us?

TRANSFORMING LIVES

For those who participate – athletes, performers, artists, staff, volunteers, and others – the experience will be life altering.

TRANSFORMING PERCEPTIONS

For those who watch, a window will be opened, showcasing a world of culture as diverse and dynamic as anywhere on earth.

TRANSFORMING FUTURES

Most importantly, the Four Host First Nations will inspire and engage our young people. It will show Aboriginal youth across Canada and around the world that anything is possible.

With this gift of hope, Aboriginal youth can learn to dream bigger, and soar higher than has ever been possible before. And with the proceeds of FHFN products and experiences, a sustainable legacy of support will be created to help make those dreams come true.

This is the power of transformation. This is the Four Host First Nations story.

THE DRUM IS CALLING

The Four Host First Nations proudly send this invitation to the world: to join all Indigenous Peoples in a joyful, unprecedented celebration of the human spirit.

We all live on the same earth, under the same sun. However different the paths that brought us here may be, we all have one future moving forward. A future of friendship, respect and harmony, united by the simple truth that we are all stronger, and better, together.

The sound of the drum is getting louder. We invite you to answer its call, as our new story begins.

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[3-4] Jason Burnstick, Juno-nominated musician, Cree Nation.

[3-4] Drummers perform at the 2010 Aboriginal Pavilion announcement.

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[9-10] Forest in fog, near Pemberton.

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[11-12] Waterfall at Cypress Creek.

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[13-14] Chief Gibby Jacob, Squamish Nation.

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[15-16] Detail from Tsleil-Waututh ceremonial drum.

[17-18] Traditional Métis sash with FHFN pin.

[17-18] National Chief Phil Fontaine, Assembly of First Nations, in traditional regalia.

[17-18] Inuit drum dancer David Serkoak performs at the 2010 Aboriginal Pavilion announcement.

[17-18] President Clément Chartier, Métis National Council.

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[19-20] Tsleil-Waututh ceremonial drum.

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[27-28] Limited-edition, hand-carved inukshuk, part of the 2010 Authentic Aboriginal Product collection.

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[29-30] Stawamus Chief, Squamish.

[31-32] Deborah Sparrow, Musqueam Nation, artist, working on the loom in her studio.

[31-32] Wolf dance, Squamish Nation.

[31-32] Tewanee Joseph, CEO FHFN, and Kee Joseph, Squamish Nation.

[31-32] Josh Sparrow and Malcolm Crawford, Musqueam Nation, in coats created by Deborah Sparrow.

[33-34] Miss Christy Lee Charles (aka Crunch), rapper, Musqueam Nation.

[33-34] Gino Ojick, former Vancouver Canuck, playing street hockey with Musqueam neighbourhood kids.

[33-34] Culinary Arts student, Vancouver Community College.

[35-36] Ceremonial drummers, Squamish Nation.

[BC] FHFN logo, single-colour version, designed by Jody Broomfield.

Hyphen
Communications

Designed by Hyphen Communications, with photography by David Martin (except * by Gary Fiegehen).

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www.fourhostfirstnations.com