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L'nuey Launches Juku'e – A Podcast Series Focused on Current Matters in the Mi'kmaq Community

When L'nuey – the Epekwitk (PEI) Mi'kmaq Rights Initiative - was established, the Epekwitk Mi'kmaq made it clear that communication and transparency were some of their highest priorities for this new organization.

Then came COVID-19.

“We needed to find ways to engage the community in our work and to seek their input as we move forward – while navigating unique challenges that prevent the hosting of traditional community sessions,” said Jenene Wooldridge, Executive Director at L'nuey. “We needed to build on our established approaches and social media channels and figure out how to deliver complex content in interesting ways – which has led us to launch Juku'e.”

On July 21, 2020, L'nuey launched “Juku'e” - a podcast series focused on current issues and matters pertaining to the Mi'kmaq community of Prince Edward Island.

Juku'e, a common expression in Mi'kmaq which simply means 'come here', is a suitable phrase for L'nuey's podcast. Much as a Mi'kmaq elder would invite someone to talk and impart knowledge, the “Juku'e” series is a call to action to 'come here' to find information related to important issues and matters. As part of an effort to bring Mi'kmaq culture back into focus, linking Mi'kmaq language to our initiatives is paramount.

Over time, L'nuey hopes Juku'e will become a frequented place to find information and discussions surrounding Treaty Rights, Reconciliation, Negotiations, Consultations, Governance Development, and Mi'kmaq history on PEI, among other topics. This public platform also provides an opportunity for the general public to learn more about the initiatives of L'nuey and the Epekwitk Mi'kmaq.

L'nuey means 'Belonging to or pertaining to the Mi'kmaq People as a whole', and its tagline doubles as its mission, 'Moving towards a better tomorrow'. Community knowledge and involvement is crucial to the collective success of the Epekwitk Mi'kmaq, and will ultimately drive the work of L'nuey now, and for generations to come.

For Juku'e podcast episodes, visit: anchor.fm/lnuey

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For further information contact:

Sean Doke: sdoke@lnuey.ca or [902.330.4420](tel:902.330.4420)

L'nuey is an initiative focused on protecting, preserving, and implementing the constitutionally entrenched rights of the Mi'kmaq of Prince Edward Island.