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For Immediate Release

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L'nuey launches new Foundational Terms campaign on Aboriginal and Treaty Rights

Beginning Friday, January 15, 2021, Islanders will start to see a number of videos, as well as digital and print materials, highlighting a special initiative which focuses on Aboriginal and Treaty rights. L'nuey is launching this campaign with the goal of increasing public and community understanding of foundational terms.

A video describing Aboriginal and Treaty Rights will premiere on L'nuey's social media platforms, launching the campaign, followed by a series of TV, digital and print ads over the coming weeks.

The campaign will highlight a number of foundational terms and concepts such as: Aboriginal Rights, Treaty Rights, Self-Governance, Section 35 of the Constitution Act, the Marshall Decision, the Sparrow Decision, the Indian Act, and the Mi'kmaq-PEI-Canada Framework Agreement.

The campaign is meant to inform and expand upon Islanders knowledge of the foundational terms connected to Aboriginal and Treaty Rights and how they pertain to the Mi'kmaq of Prince Edward Island. Legal and historical background surrounding Aboriginal and Treaty Rights is complex. Ensuring individuals, both Indigenous and non-Indigenous, have the information to develop an informed perspective is essential for short and long-term success of all relationships as well as an important step in the reconciliation process.

The Foundational Terms campaign is a follow up to L'nuey's previous Treaty Day campaign which launched in October of 2020, with the purpose of educating Islanders about the Peace and Friendship Treaties.

"These terms are key to understanding past, present, and future matters involving Indigenous people, which are relevant to all Canadians," said Chief Junior Gould of Abegweit First Nation. "We need to bridge the gap of understanding in order to move forward in a positive and informed way," he added. "This campaign will give Islanders a chance to involve themselves and learn more."

"I encourage all Islanders to take this opportunity to increase their understanding of the terms and concepts related to Aboriginal and Treaty Rights, and how they apply to the relationship between Mi'kmaq and non-Mi'kmaq people," stated Chief Darlene Bernard of Lennox Island First Nation. "This can help people better understand the context of our current situation, our past, and how we can work together in the future on the road to reconciliation."

L'nuey would like to recognize and thank both Loretta Gould for her artistic collaboration and inspiration and Lennox Island band member Rebecca Thomas for her skilled and talented narration of the Aboriginal and Treaty Rights Foundational Terms video.

Understanding the terms connected to Aboriginal and Treaty Rights will help to set a course for a brighter future together. For more on Aboriginal and Treaty Rights terminology, visit lnuey.ca/terms.

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For more information, contact: Sean Doke at sdoke@lnuey.ca or 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.