

Press Release

For Release:  
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## **Tourism Lethbridge Partners with Indigenous Filmmakers to Create Content Spotlighting Local Indigenous Culture, Art, and Experience.**

Lethbridge, ALTA – Tourism Lethbridge is proud to announce the procurement of two contracts with local Indigenous Filmmakers to create short-form video projects and social media content that spotlights Indigenous perspectives and experiences in the city of Lethbridge.

The contracts were created through continued efforts to strengthen the local visitor economy, create awareness in the region for Indigenous experiences and tourism, and support the creation of Indigenous content. Tourism Lethbridge is honoured and excited to be able to continue to play an integral role in the development and promotion of Indigenous artists, culture, and tourism in the region.

The filmmakers contracted, Jared Wolf Child and Shawanda Backfat, were selected from an incredibly talented group of Indigenous Filmmakers who attended a five-day workshop which focused on empowering Indigenous filmmakers. The workshop helped Filmmakers to further hone their skills as artists, storytellers, and film producers, with guidance from industry experts.

The two Filmmakers will collaborate with Tourism Lethbridge to create short-form video and social media content highlighting Indigenous cultural experiences in Lethbridge. Tourism Lethbridge will be leveraging its resources and to aid in mentoring both filmmakers along the way; additionally, Tourism Lethbridge is committed to ensuring that a clear, personal, and holistically Indigenous perspective is nurtured through the duration of both projects.

“I’m excited and honoured to be given a platform to share my story and culture. There’s so much incredible Indigenous culture in Southern Alberta, and I look forward to informing others on all that indigenous tourism has to offer,” said Jared Wolf Child about the opportunity.

The projects themselves will focus on specific attractions or experiences relating to Indigenous culture and perspectives that can only be found in Southern Alberta.

Tourism Lethbridge is hopeful that the creation of further video and social media content promoting Indigenous tourism in Southern Alberta will better inform locals and prospective travellers about the incredible, and oftentimes untapped, Indigenous tourism opportunities that our region contains.

Both contracts have been funded through grants provided by Travel Alberta in support of strengthening the local visitor economy through destination development. “Indigenous Tourism is a burgeoning sector of the tourism industry in Canada, and Tourism Lethbridge is incredibly honoured to be collaborating closely with partners and other organizations to continue to help nurture and grow this industry sector and promote our amazing people and region,” said Thomas Miller, Digital Content Specialist for Tourism Lethbridge.

Jared Wolf Child

Filmmaker

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### **About Tourism Lethbridge:**

Tourism Lethbridge is the destination management organization for Lethbridge. We work to promote vibrant, and diverse tourism offerings in Lethbridge, Alberta. Through collaborative efforts with industry partners we showcase the region's attractions, events, and experiences, attracting visitors from far and wide.