

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



## NATIONAL ABORIGINAL DAY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Canada's National Aboriginal Day was created in 1996 by Roméo LeBlanc, who was governor general at the time, after consultations with First Nation, Inuit, and Métis people. It presents an opportunity to recognize and celebrate indigenous heritage, culture and contributions.



**GOING LIVE IN PRINT AND ONLINE:**  
JUNE 20, 2017

**GET INVOLVED BY:**  
MAY 9, 2017

**MATERIALS DUE:**  
JUNE 13, 2017

Published the day before National Aboriginal Day, this special feature will include the following editorial highlights:

**RECONCILIATION.** We highlight efforts and initiatives towards building relationships with aboriginal communities that are based on a recognition of rights, respect, co-operation and partnership.

**ECONOMIC PARTICIPATION.** We profile initiatives advancing indigenous business, entrepreneurship and economic participation.

**EDUCATION.** What is the role of Canada's leading educational institutions in preparing the next generation of indigenous leaders by merging contemporary thought with traditional aboriginal knowledge?

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WEEKDAY READERS

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**3.6 million**

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See page 2 for details...

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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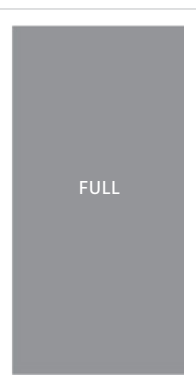
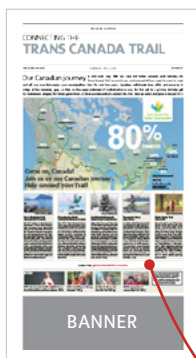
## NATIONAL ABORIGINAL DAY



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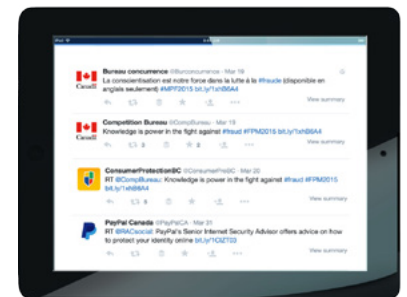
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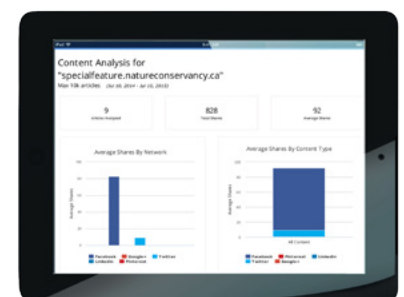
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