



# NEWS

The Official Publication of the 1990 Arctic Winter Games

January 1990

## "Festival" celebrates Northern Culture

by Brad Heath

More than 100 performing artists from throughout the northern hemisphere will appear in the 1990 Arctic Winter Games Cultural Festival.

Greenland, the Soviet Union, Alaska, Yukon and the Northwest Territories will all be represented, says Cultural Committee Chairman Ewan Cotterill.

"We're trying to reflect the diversity of northern culture and at the same time show that it's not a static thing, that it's growing and evolving as the North does," adds Cotterill.

"We want to show there's a unique culture evolving up here among the various racial and ethnic groups."

Cultural Coordinator David Robertson adds the Cultural Festival, which has been made possible by the support of the

NWT Arts Council, will showcase both traditional and contemporary forms of cultural expression in the performing and visual arts.

"The program will encompass everything from traditional native music to contemporary music, and from modern theatre to story telling," says Cotterill.

The flagship of the performing arts program will be a Gala Performance of northern talent from the NWT, Soviet Union, Greenland and the Yukon.

"The Yukon, Soviet Union and Greenland cultural contingents will be the centrepiece of the gala performance and then we'll have a number of NWT performers as well," says Cotterill.

There will be two evening performances of the Gala at the Northern Arts and Cultural Centre (NACC). The opening per-



Drummers, such as these performers at Expo '86, will be showcased in the Cultural Festival.

formance will be held Wednesday, March 14, followed by a performance on Friday, March 16. Both shows are scheduled for 8 p.m.

A public preview for students and seniors will be held on Wednesday, March 14 at 2 p.m.

Tickets for both the opening night and VIP performance will be available through NACC outlets. Seniors will be admitted free of charge to the public preview, while special rates will be set for students.

The Gala Performance will be directed by Anne Peters of Yellowknife.

The Cultural Committee is also designing a special Children's Gala which Cotterill describes as "an interactive variety show" featuring handicrafts, activities and entertainment.

Designed as a presentation "for children by children," the Children's gala will feature the Snowdrift Theatre Group from Snowdrift, NWT, and a variety of children's performers from Yellowknife.

There will be two performances of the Children's Gala, one at the Prince of Wales Northern Heritage Centre in Yellowknife on Friday, March 16, and in the neighbouring community of Dettah on Tuesday,

March 13. Both shows are scheduled for 2 p.m.

The performing arts program will also include two traditional native teardances with fiddlers, drummers and dancers, says Cotterill.

The first teardance is scheduled for Monday, March 12 at the Explorer Hotel at 7 p.m. This performance is designed to be a banquet for performers, but tickets will be available to the public for the meal and performance.

"The idea is to help subsidize the cost of the performers' banquet," explains Robertson.

The second teardance will be free of charge and will be held in Rainbow Valley on Friday, March 16 at 7 p.m.

The Yellowknife Film Society will present a Northern Film Festival on Saturday, March 17 at NACC. The festival will consist of afternoon and evening matinees.

"The afternoon program, the one at 1 p.m., is designed to be a more family oriented program with a mixture of children's films and quality family films," says Robertson.

"The program in the evening, at 8 p.m., will include a variety of northern films by northern film-

makers from as many different areas as we can get.

One of the highlights of the performing arts program will surely prove to be "Storytelling at the Mess."

"We've gathered 'experienced northern hands' from each of the regions in the North and they'll be telling personal stories from their early days in the North and some of the changes they've seen.



Hon. Gordon Wray was instrumental in arranging for Soviet and Greenlandic performers to take part in the Cultural Festival.

The story telling sessions, to be held at the Miners' Mess in the Yellowknife Inn on March 13 and 15 at 8 p.m. will also include fiddle music.

Throughout the entire week of the 1990 Arctic Winter Games, CBC Northern Radio will broadcast a noon hour show from a downtown location, says Cotterill.

This show will feature entertainment and interviews with artist performing in the Cultural Festival.

The arts will join with athletic competition on Tuesday, March 13 and Thursday, March 15 when a variety of native performers will provide entertainment during the Arctic Sports Competition.

"So between events there will be throat singing, drum dancing, whip demonstrations and others to make the Arctic Sports a total cultural event," says Cotterill.

The Arctic Sports competitions are scheduled to run from noon to 8 p.m. on both days at NACC.

A local theatre group, headed by Hayden Trenholm, will put on a workshop of original northern theatre productions entitled Caribou Stew, An Evening of Northern Theatre, adds Robertson.

For those who are not able to attend the Cultural Festival, the committee is offering an outreach program.

"We'll be packaging mini variety shows and bringing them to the Yellowknife Stanton Hospital, the Aven Seniors' Home and the community of Dettah. We'll also be putting on a special performance at the Yellowknife Correctional Centre" says Cotterill.

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# \$50,000 for Festival from Arts Council

Culture will take a more prominent role in the 1990 Arctic Winter Games, thanks largely to the support of the NWT Arts Council.

The NWT Arts Council is contributing \$50,000 to the 1990 AWG's Cultural Festival of performing and visual arts.



Frank Hansen

NWT Arts Council Chairman Frank Hansen of Inuvik says he's pleased with the turn of events which brought the council and AWG Host Society together and predicts they'll both get "more than they bargained for."

"I'm very pleased it turned out this way, that

the Arctic Winter Games Cultural Committee was able to take this over. I think they will get more than what they bargained for out of this. I think we will get as much as we'd hoped."

The NWT Arts Council had originally budgeted \$50,000 for a festival of its own in Yellowknife this March.

The \$50,000 would have paid for the hiring of a co-ordinator and all of the associated costs of gathering artists from across the NWT and transporting them to Yellowknife.

"When we were looking for a coordinator, the Arctic Winter Games (cultural) committee came to us," says Hansen.

The NWT Arts Council decided that the AWG Host Society's Cultural Committee was basically planning a festival which would go "hand-in-hand" with its own.

"So we decided to combine our cultural program with theirs," says Hansen.

"We decided to let them coordinate it in conjunction with their cultural program and we basically gave them the money to

work with, while we would oversee it and make sure the funds were dispensed according to our policies.

"That's how that fell into place."

The NWT Arts Council receives an annual budget

from the Government of the Northwest Territories Department of Culture and Communications (\$300,000 in 1989) to be given out as contributions for the promotion of the arts in the NWT.

Applicants receive con-

tributions of up to \$30,000 which will hopefully help the artist start production of a work. If production is already underway, the contribution will hopefully assist the artist in market the work.

"What we want to do is help them go one step further by giving them this contribution. We will support them at any stage of their career until they are what we consider a profession and are making money from their art."

## Native culture, environmental concerns

# Artists tackle today's issues

by Brad Heath

The depletion of the ozone layer and demise of native culture are just two of the issues examined in the Visual Arts program of the Arctic Winter Games Cultural Festival.

The 1990 Arctic Winter Games Host Society is aiming to offer eight exhibits in venues across the city of Yellowknife, says Cultural Committee Chairman Ewan Cotterill.

From Alaska comes an exhibit of works entitled "People in Peril" by native artists, says Cultural Coordinator David Robertson.

"This exhibit was developed in response to a series of articles written in the Anchorage Daily News called People in Peril.

"The articles won a Pulitzer Award for excellence in journalism and

deal specifically with the threats to native society in Alaska," adds Robertson.

An exhibit of photographs entitled "There's a hole in my roof" will examine environmental concerns, particularly the disappearing ozone layer, and the affects on northern residents.

The Yukon Department of Communication and Transportation Services assisted the Cultural Committee in borrowing these juried photographs.

Richard Jeffreys of Esso Resources has offered the Esso Exhibit of native artifacts and art from all regions of Canada. This exhibit will be on display at the Prince of Wales Northern Heritage Centre.

The Yellowknife Photo Club will put on a display of their feature works,

along with submissions from NWT photographers from outside of Yellowknife.

This exhibit of photos will be displayed in the lobby of the Northern Arts and Cultural Centre (NACC).



Ewan Cotterill

In addition, the Cultural Festival will feature an exhibit of photographs entitled "Yellowknife: Then

and Now" from the Prince of Wales Northern Heritage Centre.

"This is a series of photographs showing the changes that have occurred in Yellowknife over the years," says Cotterill.

"Yellowknife: Then and Now" will be on display in the lobby of the Scotia Mall.

The Cultural Committee will also be putting together exhibits featuring artists of the Northwest Territories, says Robertson.

The Yellowknife Guild of Crafts will be putting on a display and sale of handicrafts from across the NWT sometime in the latter portion of the week at Northern United Place.

The remaining exhibit was not confirmed as of press time.

## Games display art, cultures of NWT

The Cultural Festival of Arctic Winter Games is receiving the full support of the Department of Culture and Communications of the Northwest Territories, according to the Minister responsible for the Department Titus Allooooloo.

"The Cultural Festival of 1990 Arctic Winter Games will be an excellent opportunity to display the unique cultural and artistic characteristics of the people of the Northwest Territories in an International Circumpolar context," Allooooloo said.

"I'm very pleased that my Department, through



Hon. Titus Allooooloo

the NWT Arts Council, is able to play a contributing role as the major funding source for the Cultural Festival," he said.

# The Sky's the Limit.

NWT Air congratulates the athletes who will represent the Northwest Territories at the 20th Arctic Winter Games.

AN AIR CANADA CONNECTOR



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Northern  
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# Yellowknife dresses for '90 Games

With the 1990 Arctic Winter Games just five weeks away, Yellowknife is undergoing a transformation.

The AWG Host Society is in the process of decorating the city's downtown core and airport in preparation for the Games

on March 11-17.

"We're going to have banners hanging from the street lights advertising the Games and specific

events, and showcasing our mascot Kniffee," says Games General Manager Peter Doyle.

A total of 36 of the

brightly-coloured banners are being hung downtown "to help create a festival atmosphere as we get closer to the games," Doyle adds.

The flags of Greenland, N.W.T., Yukon, Alaska, Alberta, the City of Yellowknife and Host Society will be flown at the Host Society office on 49th Street and at the airport.

"We'll also have a banner at the airport welcoming visitors to Yellowknife, the host city of the 1990 Arctic Winter Games," says Doyle.

The national flags of Canada, the United States, Denmark (Greenland) and the Soviet Union will also be flown at some of the ceremonies.

Project Main Street Co-ordinator Jeannie Ball is approaching local merchants about decorating

their stores in an AWG theme.

"We've also approached all the local schools that are serving as venues and asked them to decorate their foyers and lobbies to make the athletes feel as welcome as possible," says Denise Baptie of the Host Society.

"We've also asked them to prepare large welcome signs in English, French, Inuktitut, Dene, Yupik (a Soviet native language), Russian, Greenlandic and Danish," says Baptie.

All Yellowknife schools have been asked if their students could create postcards to leave in the athletes' village.

"The athletes are going to be using the desks as their night tables, so each student could leave a little welcome note for the athlete using his or her desk," says Baptie.

## Join in the AWG!

by Brad Heath

Wanted: Enthusiastic volunteers to help make the 1990 Arctic Winter Games in Yellowknife the most successful games to date.

"We're looking for between 600 and 800 volunteers, including the people who are already on committees," says Volunteer Co-ordinator Denise Baptie.

Baptie is confident the AWG Host Society will be able to recruit enough volunteers but says some residents of the Yellowknife area may be reluctant to come forward because they're not sports oriented.

"We'd like to encourage people who aren't sports oriented to get involved. We're not just looking for jocks; we're looking for people who are enthusiastic and dedicated."

Volunteers are, of course, required to assist with the sporting venues. They're also needed, however, to help out in areas such as administration, first aid, security and

the cultural side of the games, to name just a few.

Along with a variety of fields to choose from, volunteers can also select shifts of varying duration throughout the week, says Baptie.



Denise Baptie

It depends on when the volunteer is available. We definitely want to accommodate everybody. If they only have two hours available, we'll take them.

To register as a volunteer, simply come down to the AWG Host Society office (the old Sears office on 49th Street) and fill out an application form."

It asks for information such as name, phone number, address, and areas of skill or training.

Prospective volunteers are also asked to indicate which area (sporting, cultural, administrative, etc.) they're interested in," says Baptie.

"We also need to know when they're available during the week of the games, and any other information which would assist us in matching them with a committee."

We ask them to put any information which would help us match them up, such as other volunteer projects they've worked on, and special qualifications or training, such as computer literacy or first aid."

Every volunteer will receive a certificate and turtleneck with the AWG logo and 'volunteer' on the collar in recognition and appreciation of their efforts.

"But we really hope people aren't signing up just to see what material things they'll get out of it."

"I know it's a big question because with many sporting events today, such as the Olympics, you

get a coat, hat, boots, gloves and such. Unfortunately we're not big enough to give as much."

Prospective volunteers can get a better picture of what's involved by attending a special open house for volunteers and would-be volunteers on Thursday, Feb. 8 from 3 p.m. to 8 p.m. in the Yellowknife Inn's Annex "D".

Baptie says the Host Society hopes to have a representative from each of the committees on hand to greet volunteers and provide information on the jobs available with each of the committees.

"It's designed to make it easier for would-be volunteers to decide what they want to do."

"It's also open to all of the people we have working now because a lot of people don't know a lot about the games; they're involved with one committee and they haven't met people from other committees."

Refreshments, entertainment and door prizes will be provided.



Denise Baptie and Peg Melanson display one of 36 banners which will be hung in downtown Yellowknife.

## '90 Games to leave legacy for north

by Brad Heath

Fund raising for the 1990 Arctic Winter Games is winding down but the Host Society isn't out of the woods yet.

"We're confident we can break even," says General Manager Peter Doyle, "but we can't let up yet."

To date, more than \$500,000 has been raised, leaving the AWG Host Society to raise less than \$100,000 to meet the budget of \$1.3 million, says Doyle.

If the Host Society manages to break even, it will be able to revive some budget items that were earlier dropped; items such as the purchase of trail grooming equipment for the Yellowknife Ski Club, says Doyle.

"Our goal is to leave some legacy items for sports in the North."

### 101 Sponsors

One hundred and one sponsors have come forward to support the AWG with donations totalling more than \$500,000, says Doyle.

"The list ranges from the federal government to individuals in Yellowknife who've sent in some

money or who've donated some of their time."

The 1990 Games in Yellowknife have received \$695,000 from the three levels of government, leaving some \$600,000 to be raised from corporate and private donations.

When Yellowknife last played host to the games in 1984, the Host Society was required to raise \$300,000 out of a budget of about \$900,000.

"The cost of the games has gone up by about \$400,000 and the contribution raised by the Host Society has gone up by \$200,000," says Doyle.

"It's the way these Games and all such events are going, they're relying more and more heavily on private enterprise and private citizens to sponsor the games."

"We still require the financial support from the levels of government but it's now a 60-40 split between government funding and private sponsorship. The way these Games are growing, I can see in a few years time it's going to be 50-50 and we're going to need that support from private sources more than ever."

"We'd have trouble putting on an event of this magnitude without the aid of these groups," says Doyle.

As of late January, the Host Society had recruited official sponsors for 14 events, one co-sponsor for another, while yet another is pending. To sponsor an event costs \$10,000 in either cash or donation in kind.

"That's the biggest surprise of all, that we have official sponsors for almost all of the events which we'd hoped to have sponsored."

The Host Society has also secured sponsors for both Opening and Closing Ceremonies as well as the Awards Ceremony.

"We had no idea of the support that we would get. We've got local businesses such as Giant Yellowknife Mines, TC Oil and TC Enterprises, then we've got support from national companies such as Gulf Canada, Canadian North, Chevron and AMOCO.

"A lot of the support is from companies that do a majority of their business in the North. A few of

these sponsors had to go to their parent head office in the U.S. just to get approval to sponsor the Games."

Doyle attributes the overwhelming response to their fund-raising appeal to two factors: the popularity of the AWG and the corporate community's desire to put something back into their home communities.

The AWG Host Society is at an advantage over

other fund raisers because the games only occur in Yellowknife very six or eight years, says Doyle.

"Being the largest single event in the North, it's the premier event, corporations are excited about getting involved. Almost everyone in the North is aware the games are occurring."

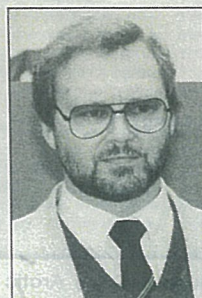
We have over 1,250 athletes in the AWG but we probably have over 3,000 athletes in the NWT

alone participating in the trials leading up to the Games.

"So people are aware the AWG are happening. The involvement of the Soviet Union and Greenland has raised the awareness of the Games one notch higher and that's perked the interest for sponsors."

"And they like to put some money back into the communities where they are doing business."

## Setting a new standard



Don Sian

One of our foremost objectives for the 1990 Arctic Winter Games, as passed to us by the AWG Corporation, has been to expand the cultural program to compliment the sporting activities.

We're confident that the program being prepared will bring the cultural activities of the Games into a new dimension.

We're also very proud that the 1990

Yellowknife Games will set a new standard for cultural activities in all future Arctic Winter Games.

The Cultural Festival for the 1990 Arctic Winter Games, which contains both visual and performing arts, has been made possible by the support of the NWT Arts Council.

They were our first sponsor and were there to help us when we really needed it.





# 1990 Arctic Winter Games

Yellowknife, March 11 - 17

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Yellowknife (1990) Arctic Winter Games Host Society

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