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PRESS RELEASE – FOR IMMEDIATE RELEASE

Lil' Bands Video for the North – Showcasing the talents of our First Nation children, youth

Northwestern Ontario – January 10, 2022: The Lil' Bands Hockey Tournament, hosted every year for First Nation children and youth across Northwestern Ontario, is back – but in a new, creative format.

The Lil' Bands Hockey Tournament, in partnership with Tikinagan Child & Family Services and the Sioux Lookout First Nations Health Authority, is excited to announce a social media video submission contest campaign. Video For The North will culminate as a short YouTube compilation video filmed by First Nations children, youth and families across Northwestern Ontario, highlight their hockey skills, talents, and passion.

The tournament, known as one of the most popular events for northern communities, has been postponed for the second consecutive year due to the impact of the pandemic and out of the safety for the communities.

“We miss the excitement, the games, the kids, families, everyone who takes part in it,” said Ziggy Beardy, Tournament Committee member. “The best part of the tournament is to see the kids happy and enjoying the event and their peers and to see families and parents enjoying their family times together. This video contest is another way we can achieve that goal.

“(The Tournament) means the world to the young people. You usually see their excitement on social media as the tournament draws near. Families make it a point to be with their children and youth. It strengthens their family bonds and the kids appreciate their family members cheering them on.”

Young hockey players from Tikinagan's 30 First Nations are invited to film and submit short video clips that will be edited into a full YouTube compilation video that will be released in February. Each video submitted and used in the video will score each child or youth a \$25 gift card, plus a chance at the grand prize of a customized hockey gear set.

Videos can be anything creative, ranging from stick handling skills, a hockey shot, how they tape their stick, their jersey, arena, a video selfie, a TikTok Dance with your team on the ice, or an explanation why they love playing hockey.

“This will be one way we can all work together to help raise our children by encouraging them to showcase their amazing talents,” said Thelma Morris, Tikinagan Executive Director. “Lil' Bands has always been a resource in supporting the hard work of children and youth, which is only made possible by the encouragement and dedication of our families and communities.”

Added Beardy, “In many First Nation communities who participate in the tournament, hockey is a connecting point for many children and youth. Communities work hard in the winter months to maintain an arena -- some even outdoor -- to provide a resource in their community. As well, the sport itself teaches many positive life lessons. We hope this video can be an outlet for that skill and creativity.”

Families can submit help child and youth submit their video at www.tikinagan.org/lilbands. The contest closes January 31, 2022.

For more information, contact the Communications team by email at Communications@tikinagan.org

For over 35 years, Tikinagan Child and Family Services has been serving our 30 First Nations in Northwestern Ontario. The Creator entrusted First Nations with the sacred responsibility of protecting our children and developing strong families and healthy communities.