



# TEAM KAHNAWÀ:KE

OF THE EASTERN DOOR AND THE NORTH

## PRESS RELEASE

### Team Kahnawake taking part in North American Indigenous Games

#### FOR IMMEDIATE RELEASE

**(Kahnawà:ke – January 16, 2014)** Team Kahnawake, as part of Team Eastern Door and the North, will be participating in the 2014 North American Indigenous Games (NAIG) in Regina, Saskatchewan from July 20<sup>th</sup> to July 27<sup>th</sup>. Every community fundraises to cover the costs to bring their athletes to the games and Kahnawà:ke hopes to send approximately 122 boys and girls. The cost to get these medal-seekers to the Games is going to surpass \$100,000 dollars, which will include airfare, transportation, equipment, food and lodging.

Please be advised that Lois Williams, the exclusive authorized agent for the Team Kahnawake fundraising efforts, will be presenting approved Sponsorship Packages to potential corporate sponsors over the coming weeks. If you or your organization would like to help get our kids to the 2014 NAIG, please can contact Ms. Williams by email at [lois.williams@mck.ca](mailto:lois.williams@mck.ca), by telephone at 450-635-2947 or 514-232-4106, or by fax at 450-635-3859. Please preview the [Team Kahnawake](http://TeamKahnawake.com) website for examples of advertising from the previous Games.

It should be noted that funds raised will NOT be used for administrative purposes nor will commissions be paid. Every dollar received will be spent entirely on the athletes.

The first ever NAIG was held in Edmonton, Alberta in 1990, with approximately 3000 participants. It is anticipated that over 5000 sport and cultural participants will take part in the 2014 Games. By encouraging Indigenous youth to take part in athletic competition, these Games have become a vehicle for promoting healthier lifestyles and strengthened relationships between Indigenous and non-Indigenous peoples of North America.

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For further information, please contact:

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