



# EXPLORE EDMONTON



## **Explore Edmonton announces new K-Days partner and programming as event is set to return for the first time since 2019**

Edmonton – Edmonton’s largest summer fair is making a return after a two-year pause due to the pandemic.

Explore Edmonton will host its first K-Days since acquiring the asset in July 2021. Edmonton’s largest summer event is a great opportunity for Edmontonians and visitors to the city to gather over the 10 days, from July 22-31, 2022.

“K-Days is an iconic Edmonton event, bringing with it an annual economic impact of \$70 million to the city,” said Traci Bednard, President and CEO of Explore Edmonton. “We know that K-Days evokes so many memories for Edmontonians; it is something our community can rally around and look forward to. We are thrilled to be able to bring that back.”

Explore Edmonton is in the process of reimagining K-Days with plans for strategic development of the fair over the next 10 years. PrairiesCan recently announced a federal investment of \$8 million for development of K-days.

As a start, Explore Edmonton is ecstatic to announce a new partnership with Indigenous Edmonton Entertainment Group Association. The IEEGA was launched in November 2021, to create a platform for high-profile Indigenous events and entertainment. Explore Edmonton and IEEGA signed a three-year Memorandum of Understanding which secures this important partnership.

“Our newly formalized partnership with IEEGA is an important step forward as we begin to reimagine what K-Days can offer to our community. Our goal is to see the Indigenous Experience at K-Days play a role in reconciliation, education, and celebration of Indigenous cultures and history in Edmonton, Alberta, and Canada,” said Arlindo Gomes, Vice President, Business Development and Venues at Explore Edmonton. “The Indigenous Experience is an integral part of K-Days 2022, and will continue to be in the future, thanks to this outstanding partnership.”

“We believe in creating a strengths-based model, to lift our people up and contribute in a positive way, changing the negative dichotomies that were created through systematic racism,” said Melanie Omeniho, Vice President of IEEGA.

“Our partnership with Explore Edmonton shows that we are capable of achieving strong relationships that will flourish in the right direction,” said president of IEEGA, Lyle Donald.

The #IndigenousExperience will run the entire length of K-Days in Hall C of the Edmonton EXPO Centre. It will showcase Indigenous culture through art, food, education and performance, including an Indigenous Art Walk and 'From Seed to Heart – medicines from long ago' display.

The North Stage on the exhibition grounds will be active every day of the event and includes a free concert all 10 nights. The almost entirely Canadian lineup includes these headliners:

- Grammy nominated artist **Steven Lee Olsen**, July 22.
- Canadian rapper **Classified**, July 23.
- Country music star **Jade Eagleson**, July 24.
- Indigenous rap duo **Snotty Nose Rez Kids**, July 25.
- Longstanding rock band, **Streethart**, July 26..
- Canadian electronic pop star, **Kiesza**, July 27.
- A Tribute to Elvis, **Steve Michaels** and Johnny Cash tribute **David James and Big River**, July 28
- Celebrating Pride Day, American artist **Crystal Waters**, July 29
- Vancouver rock band, **Marianas Trench**, July 30
- **TBD**, July 31

Our partner of over 40 years, North American Midway Entertainment, is excited to introduce two new rides, a double decker merry-go-round and the 'Raptor Run.'

K-Days will also offer some of the familiar favourites like the Kids Zone, Explore Agriculture, the Maker Faire, and SuperDogs. Other new offerings include: Baconfest, the Vintage and Outdoor Market, as well as a celebration of French culture.

The Edmonton EXPO Centre will also be buzzing over the duration of K-Days. The Imagine Monet exhibit will still be in Edmonton and will run through all of K-Days, as well, the Edmonton Stingers, two-time defending champion of the Canadian Elite Basketball League, will wrap up the regular season with games on July 23 and 27, 2022.

For more information, please contact:

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**About IEEGA:**

The Indigenous Edmonton Entertainment Group Association is a non-profit organization with a vision to create prosperous relationships with one another by celebrating cultural similarities and differences. IEEGA will expand on the success of the 2022 K-Days celebration and move forward in extended areas such as: An annual Professional Indigenous Rodeo, an annual International Powwow, an annual Family

Day Folk-a-rama to experience cultural festivities within the foreign and Indigenous cultural communities of Edmonton. Bringing adventure and wonder into the local and public eye.

**The Indigenous Experience** is a 10-day exhibition that will kick-off with an opening ceremony, exhibits to look out for include: Indigenous Art Walk, Metis Healing Garden & the Treaty 101 exhibit. Hall-C will also be featuring a crafters market, a career fair and a trade show throughout the ten days. There will be First Nations, Metis and Inuit villages to experience and understand the Indigenous people of the land. It is also important that IEEGA shines a light on Truth and Reconciliation, the Sixties Scoop, and our Missing and Murdered Indigenous Women and Girls, it is a part of the healing process to give a voice to the issues that affect our community through systemic racism.

Each member of the board has been a strong voice with extensive experience as a leader within the Indigenous community, creating opportunities to: bring communities together, teach about culture and ways of life, and create projects for community and personal development. #IndigenousExperience 2022 runs July 22-31, at the Edmonton Expo Centre in Edmonton, Alberta