



Sḵwxwú7mesh Łilwat7úl
SQUAMISH ŁILWAT CULTURAL CENTRE
WHISTLER, BRITISH COLUMBIA

where rivers, mountains and people meet

FOR IMMEDIATE RELEASE

Whistler's Squamish Lil'wat Cultural Centre recipient of the 2010 National Awards for Tourism Excellence

Whistler BC, November 2, 2010 – On the evening of November 2, 2010 in Gatineau Quebec, the Squamish Lil'wat Cultural Centre (SLCC) received the National Cultural Tourism Award. The award was one of 14 Tourism Excellence awards given out by the Tourism Industry Association of Canada (TIAC) and presented by the Toronto Star to recognize the best of Canada's Tourism Industry.

This was the first year for the Cultural Tourism Award and the Squamish Lil'wat Cultural Centre was listed as a finalist along with Cape Breton's Celtic Colours International Festival and Charlottetown's Confederation Centre of the Arts.

The SLCC was chosen as the recipient for their ongoing commitment to promote Aboriginal Culture through unique guest experiences and engaging programming within their exploratory museum and collection of galleries.

Lil'wat Nation's Sik SiK (Josh Anderson) accepted the award on behalf of the SLCC. "I have been with the SLCC since we opened two and a half years ago and I am very proud of this achievement. It is an honour that our work in preserving and sharing our culture has been recognized with such a prestige award." He goes on to say "It is important to both our Nations and the Whistler community to have a strong Aboriginal experience that we can share with visitors."

The SLCC was nominated for the award by the Resort Municipality of Whistler in support of ongoing resort community partnerships that not only enhance the visitor experience, but provide local employment opportunities and enrich community life.

"The Squamish-Lil'wat Cultural Centre is an incredible accomplishment for our First Nations partners and a great addition for the community," said Whistler Mayor Ken Melamed. "Partnering for success is a priority area in Whistler's community plan, Whistler 2020. Last year, the SLCC hosted a ceremony where the Centre and 13 other community partners signed on to the plan in collaboration toward Whistler's success. The SLCC is an example of the strides we have taken in building the relationship between our communities and the enterprising new direction of our neighbours, the Squamish and Lil'wat people."

The First Nations museum is located near the shared ancient village of Spo7ez. It is a natural fit that the SLCC's Aboriginal Youth Ambassadors along with the Nation's artists, descendants of those who lived in this region for thousands of years, are able to engage large numbers of people in a range of experiential activities that generate lasting memories and forge new opportunities for Canada's cultural tourism industry.

The year 2010 will be remembered by the SLCC as the one that enabled the centre to launch into the global market. Representing two of the official Four Host First Nations for the 2010 Vancouver Winter Games, the SLCC was a critical partner in promoting tourism on the international stage and many of the staff were participants in the opening and closing ceremonies. In the past 12 months they have had over 30,000 visitors and the summer showed great results in tours groups and event rentals. Beyond the success of the daily operations, the SLCC was successful in receiving a grant from Canadian Heritage earlier this September; the SLCC is currently working on the second phase





of the Sea to Sky Cultural Journey. The Cultural Journey is a partnership between the Squamish Nation, Lil'wat Nation and Province of B.C that has significantly increased aboriginal tourism and cultural awareness within the region.

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About the TIAC 2010 National Awards for Tourism Excellence

The Tourism Industry Association of Canada is the only national organization representing the full cross-section of Canada's \$70 billion tourism industry, including air and passenger rail, air authorities and local and provincial destination authorities, hotels, attractions and tour operators.

The addition of a Cultural Tourism Award to TIAC's National Awards for Tourism Excellence helps promote the long term strategic importance of culture for the economic stability and vitality of the tourism industry and strengthen networks and partnerships between Canada's culture and tourism stakeholders for their mutual benefit. Among the finalists for the Cultural Tourism Award are Cape Breton Islands- Celtic Colours International Festival and Prince Edward Islands – Conference Centre of the Arts.

http://www.tiac.travel/english/pressrelease_archive/2010_nov_3.html

About the Squamish Lil'wat Cultural Centre

The Squamish Lil'wat Cultural Centre (SLCC) is an Aboriginal museum and collection of galleries in Whistler, British Columbia. The non-profit organization is quickly becoming a cultural anchor for indigenous cultural tourism in Canada and The Squamish Nation and Lil'wat Nation have created an innovative partnership between the two distinct Aboriginal Nations.

The Squamish Lil'wat Cultural Centre, in Whistler, showcases the art and heritage of the Squamish and Lil'wat Aboriginal people in an experiential format. The spectacular Centre features a museum, modern gallery, exhibits, gift shop, café, and theatre. Admission includes a welcome song, guided tour, captivating film and a traditional craft activity. Each guide has a unique story to tell. Learn the meaning behind traditional regalia, legends, carvings, art, songs and ceremonies. The Centre features monthly artist workshops and community events and strives to incorporate all aspects of the Whistler community into their featured programming.

www.slcc.ca

Additional Photos of the Award may be available mid day November 3rd. Please contact Gwen Baudisch gwen.baudisch@slcc.ca



Photo: Squamish Lil'wat Cultural Centre
Photographer: Gary Fiegehen



Photo: Squamish Lil'wat Cultural Centre
Youth Ambassador Performance
Photographer: Gary Fiegehen

