



## MEDIA ADVISORY

FOR IMMEDIATE RELEASE

September 18, 2017

# Matriarchs to lead Wild Salmon Caravan

VANCOUVER - The Wild Salmon Caravan will launch its third annual journey with a Rainbow Parade in Vancouver on Saturday, Oct. 7. The Caravan will then make several stops as it follows the wild salmon from the Salish Seas to Secwepemcul'ecw territory. The Caravan will be led this year by Salish matriarchs from Indigenous communities all along the route from Vancouver to the Adams River.

The Oct. 7-12 Caravan will honour and celebrate the spirit of wild salmon with festive parades, ceremonies, traditional feasts and music in Coastal and Interior Salish communities including Vancouver, Chilliwack, Merritt, Kamloops and Chase.

The Wild Salmon Caravan is working with Indigenous peoples, local community groups, food systems networks, artists and environmental health organizations to bring people together as we follow wild salmon home to the streams, lakes and rivers where they were born in some of the world's best salmon spawning grounds.

“Wild salmon are our most important Indigenous food and cultural and ecological keystone species in the forests, fields and waterways,” says Secwepemc matriarch Bernice Heather. “We invite everyone to come out in full colour to show your love and appreciation for wild salmon as we travel from the Salish Seas to Secwepemcul'ecw - the land where the water flows from the highest mountains, through the rivers on its way to the ocean.”

-30-

### WHERE & WHEN:

Musqueam, Tsleil Waututh, Skwxw̓r̓7mesh Ḳ̓xwumixw - Squamish (Vancouver) – Saturday, Oct. 7

Stò:lō -Skwah (Chilliwack) – Sunday, Oct. 8

Nlaka'pamux (Coquihalla, Merritt) – Monday & Tuesday, Oct. 9-10

Secwepemc te Tk'emlups (Kamloops) – Wednesday, Oct. 11

Secwepemc te Adams Lake, Neskonlith, Little Shuswap (Chase) – Thursday, Oct. 12

### MORE INFORMATION:

[wildsalmoncaravan.wordpress.com](http://wildsalmoncaravan.wordpress.com)

Facebook: Wild Salmon Caravan Twitter: @wildsalmonncaravan

### MEDIA CONTACTS:

Eddie Gardner 604.316.2607 and [singingbear@telus.net](mailto:singingbear@telus.net)

Dawn Morrison - 778.879.5106 and [dmo6842@gmail.com](mailto:dmo6842@gmail.com)