



Creating Futures

South Slave Divisional Education Council – PO Box 510 – Fort Smith, NT – X0E 0P0 – Ph: (867) 872-5701 – Fax (867) 872-2150

News Release

FOR IMMEDIATE RELEASE

May 7, 2009

South Slave talent needed for rapper Feenix's new music video ***Ex-gang member writes song to celebrate "discovering and sharing Dene talents"***

Fort Smith, NT – The call is out for South Slave musicians, dancers, artists, athletes and anyone else who has a talent they'd like to have immortalized. Award-winning Aboriginal rap artist Feenix (Shawn Bernard) will be shooting his latest music video in the area later this month, and is looking for local talent to feature.

A professional film crew will be travelling to Fort Smith, Hay River and Fort Resolution to capture a variety of local performances and artists on film. It will serve as the backdrop of Feenix's latest project. "Discovering, sharing and celebrating Dene talents" is the theme of a new song, which was written after his wildly successful tour of South Slave communities a few months ago.

Singers, dancers, performers, musicians, artists, traditional craftspeople, athletes, writers, actors, or anyone who has a skill or talent they would like to share is welcome to participate. The intent is to celebrate the sacred talents each person is born with and share them to help give focus and meaning to life.

A former gang member turned successful musician and motivational speaker, Feenix shared his journey and experiences – in front of the microphone to behind the scenes - with students and audiences across the South Slave earlier this year. His upbeat, positive and profanity-free songs are a sharp contrast to much of the current popular rap and to his own troubled past. His message is one of empowerment, that despite circumstances, every one of us has the ability to seize control of our lives and achieve our dreams.

Filming will take place May 22 in Fort Smith, May 23 in Hay River and May 24 in Fort Resolution. More details about times and locations will be available in newspaper ads and posters around the communities closer to the filming dates.

-30-

For more information contact Jolene Bourque, South Slave Divisional Education Council, (867) 872-5701, or jbouque@ssdec.nt.ca