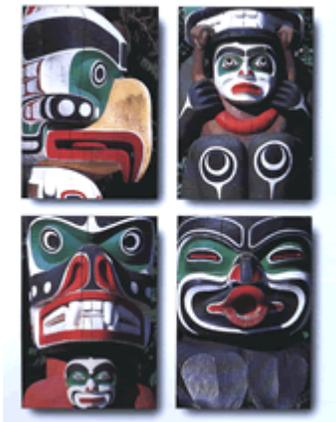




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# 1 EXECUTIVE SUMMARY

## 1.1 The Objectives of the IAFS

The International Aboriginal Festival Society (IAFS) has a primary objective to preserve, promote and perpetuate the history, music, culture, philosophy, and spiritual traditions of Canada's three distinct aboriginal cultures: First Nations, Inuit and Metis. It is the society's objective to showcase the talents, knowledge, and expertise of these cultures to the local, regional, national, and international communities.

Furthermore, the IAFS is dedicated to establishing an aboriginal festival that has the ability to become one of Vancouver's premier summer events, and one of the most distinct and dynamic cultural tourism events in the area.

Festivals have been proven to be viable marketing tools for educating people through entertainment. IAFS believes that by inviting aboriginal cultures from around the world to Vancouver to participate in a global celebration, existing gaps of disparity between aboriginal and non- aboriginal people in all aspects of business, trade, and tourism may be bridged.

## 1.2 Festival Overview

The IAFS will be presenting the inaugural International Aboriginal Festival to the city of Vancouver on this summer's Labour-day long weekend (August 30, 31 and September 1, 2002). The festival will be unique to the city's lineup of major events as it will be the only one to focus on the rich history and culture of Canada's indigenous and aboriginal groups.

First year attendance for the festival is anticipated to be approximately 50,000 people, with over 100,000 expected by the third year of operation. This includes a diverse cross section of aboriginal cultures from around the world. In fact, at the time of this document's creation, over 600 performers from 20 countries had already committed their participation.

Events at the festival include:

- Opening ceremonies, parade and pageant of canoes
- Traditional and contemporary performers of all genres of music and dance, canoe racing and carving