



News Release

THURSDAY, January 7, 2010

Coca-Cola Announces Saskatchewan Art Bottle Artist

Regina Campus – Coca-Cola today announced that FNUniv faculty member, Lionel Peyachew, has been selected for their Aboriginal Art Bottle Program. The Coca-Cola Aboriginal Art Bottle Program provides Aboriginal people across Canada the opportunity to experience the Olympic Spirit, while showcasing their art and culture to the world.

The official announcement was made at a special unveiling ceremony held today at the First Nations University of Canada in Regina.

Fifteen artists were selected from over 100 Aboriginal artists across Canada. The artists, both amateurs and professionals, are First Nations, Inuit or Métis. The artwork will be unveiled regionally, across the country, throughout the Vancouver 2010 Olympic Torch Relay and profiled during the Vancouver 2010 Olympic Winter Games. An independent adjudication panel conducted the review.

Peyachew's sculpture, made of buffalo wool, is titled "Buffalo Run."

"The Buffalo have a long and storied past in North America. The historical connection to the Old West, the buffalo had more influence and impact on history and culture than any of the Western Plains animals combined," explained Peyachew.

"The largest land animal in the continent, this magnificent creature was a key source of subsistence for all western bound settlers and Native Americans. The bison provided food, clothing, shelter and tools, and was a focal point for survival -- I pay tribute to the North American Buffalo that symbolizes a true Canadian Icon who also survived from as an endangered species, an analogy that parallels the plight for cultural existence."

Lionel Peyachew is a Plains Cree from the Red Pheasant First Nations whose Cree side descends from the famous Cree Chief Big Bear who was one of the signatories for treaty six in the province of Saskatchewan. Peyachew is a two time winner of the National Aboriginal Achievement Foundation for the Arts Award, as well as the Canada Council for the Arts Award (three times) and the Lubov Alexandra de Grandmaison Scholarship for the Arts.

Please contact me for attached images in a larger format.

The mission of the First Nations University of Canada is to enhance the quality of life, and to preserve, protect, and interpret the history, language, culture, and artistic heritage of First Nations.

For more information,

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