

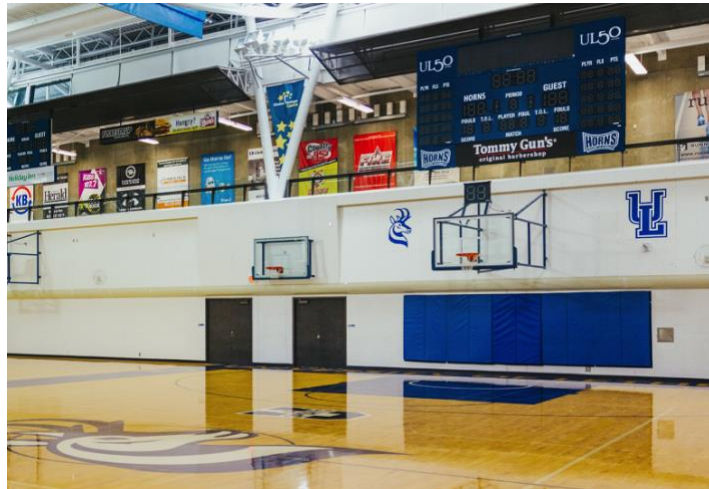


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University of Lethbridge and Pronghorn Athletics embark on Blackfoot mark project, call for artists

The University of Lethbridge and Pronghorn Athletics is launching an important initiative that promises to further strengthen the University's deep connection to Blackfoot culture.

The call is out for Blackfoot artists to submit designs for the creation of a new Blackfoot mark that will embody the themes of strength, resilience and unity, reflecting both Blackfoot heritage and the values of the University community. It will be used across a range of applications, from Pronghorns jerseys and merchandise to digital media and University branding — becoming a lasting symbol of connection to the land and people.



“We’re really excited to launch this project and put the call out to Blackfoot artists to help us create this new mark,” says Neil Langevin, executive director of Athletics and Recreation Services. “This collaborative initiative will bring together various partners, with guidance from Indigenous Knowledge Keepers, to ensure cultural integrity is maintained throughout the design process.”

This project is a meaningful step toward fostering deeper respect and inclusion, reflecting ULethbridge's commitment to honouring the land and its people.

“We are Iniskim and we are located on traditional Blackfoot territory. Our commitment to the relationship between the University of Lethbridge and Indigenous Peoples connects everything we do,” explains Naamoipiiksii (Hummingbird), Shanda Webber, director of Iniskim Indigenous Relations. “As a result, I was really excited when Neil

approached the Office of Iniskim Indigenous Relations explaining their desire to incorporate Blackfoot language and symbols within Pronghorn Athletics.”

It is also an opportunity to acknowledge the historical and cultural significance of Blackfoot traditions, while also embracing the future, where education, collaboration and community-building are central.

“Pronghorn Athletics has already been intentional about building relationships with Indigenous communities and athletes, including developing the *Saokiawakaasiks* (Pronghorns) Scholarship for Indigenous athletes, as well as hosting an annual Indigenous Basketball Night,” continues Webber. “Incorporating this new mark, grounded in Blackfoot ways of knowing, will serve as a lasting symbol of the university's commitment to inclusion, cultural respect, community-building and its connection to the land and people it serves.”

Langevin adds that nurturing the historical bonds they have established is at the heart of all their initiatives.

“The relationships we have fostered with Indigenous communities in southern Alberta and specifically the Blackfoot people are extremely important,” adds Langevin. “We have continued to look for meaningful ways to recognize the significance of Blackfoot culture and heritage to Pronghorn Athletics and I’m thrilled we’re able to begin this process for creating an identifying mark.”

The chosen mark will serve as a cultural and visual representation of the University’s ongoing commitment to honouring Blackfoot traditions.

Submissions will be accepted until January 31, 2025. For more details and terms of reference, refer to the project brief at gohorns.ca/u-lethbridge-blackfoot-logo.

To view online: <https://www.u-lethbridge.ca/unews/article/university-lethbridge-and-pronghorn-athletics-embark-blackfoot-mark-project-call-artists>

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Our University’s Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University

is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.