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### Share Your Roots 2023

Win your community their own ImmersiveLink Pow Wow!

**[Thunder Bay, Ontario]:** ORIGIN is proud to announce the launch of Share Your Roots 2023!

This competition is seeking community members who have an upcoming Pow Wow they want to capture. All eligible applicants will be considered for their chance to win their community an ImmersiveLink Pow Wow! There will be one winner selected in late April.

“Working with Indigenous communities as always been a cornerstone for ORIGIN and to see that extend to preserving Indigenous culture is something that we are quite proud of.”, said Melissa Hardy-Giles, CEO and President of ORIGIN. The positive feedback that we received from previous winners made this an easy decision to continue to offer this experience and work with communities again in 2023”.

It was an honour for the ORIGIN team to be able to connect with many knowledge keepers, artists, teachers and storytellers across Canada during Share Your Roots 2021, and we are excited to have the opportunity to connect with you and your community. The heart of this competition is about creating a way to continue to capture and celebrate Indigenous traditions for generations to come.

“During the pandemic I was thrilled when I won the ORIGIN 3D experience. I had drumming and plant walk experiences filmed.”, shared Matricia Bauer, one of the winners of the first competition. “While my knowledge in this field is beginning, the potential for these immersive experiences is immense! I can view my video on YouTube, and I’ve had a friend of mine reference for her thesis at University!”

ImmersiveLink Pow Wows provides a virtual, interactive experience, capturing your Pow Wow in 360 Video with programmed interactions that include audio, video, navigation, and other graphics. These experiences can be customized to highlight key events like the Grand entry, dance styles or tributes. Preserving your Pow Wow in a digital format allows for the recreation of powerful, positive and time-honoured traditions for current and future generations to be engaged. These experiences feel like you're really there and can be used to bring elderly, mobility challenged or any individuals to “Pow Wow” at any point throughout the year!

Capture traditions in the new generation for the next generation! Enter for your chance to win between March 6<sup>th</sup> and March 24<sup>th</sup>. For more information, visit <https://immersivelink.ca/share-your-roots/>

**About ORIGIN:** At ORIGIN, we innovate the way people connect to career and culture. Our approach is to design, develop and deliver leading-edge technology solutions that improve access to employment and culture opportunities across diverse industries and sectors. A major focus of our work is with Indigenous people and communities, in a spirit of economic reconciliation, as well as to celebrate the rich Indigenous culture of this land.

Great teachings open people's eyes, minds and hearts to new pathways. Our goal is to provide immersive & inspiring learning and development experiences using the power of technology!