



For Immediate Release

The Future of Canada Ignites with See Thee Rise / Tes Brillants Exploits

Artists, influencers and community leaders invited to join a nationwide project to create the “Charter for the Future”

TORONTO, ON - (November 30, 2016)... Our national identity is in need of new definition; one that speaks from a collective, so that all perspectives, from Indigenous people to new Canadians, are heard. We are living in uncertain times with curiosity about the future at an all-time high; historically, this is when we have looked to artists to help create, inspire and shape the future. The #SeeTheeRise initiative has been created to spark conversations across our nation, engaging Canadians of all walks of life. Through a series of discussion-based campfires, live events and documentaries, #SeeTheeRise will collect the raw opinions, experiences and perspectives from a cross section of voices to define a bold and inclusive vision for our future.

Anguti Johnston, Inuit Artist from Iqaluit and supporter of the See Thee Rise initiative says, “See Thee Rise is a chance for Indigenous Canadians to educate other Canadians on their history from a personal point of view. Not enough open dialogue between different demographics happens organically in Canada and this project creates those discussions where many point of views and backgrounds are well represented.”

WHAT: During the summer of 2017, travelling #SeeTheeRise Campfires will be hosted in urban parks across Canada. Through elements of shared ritual, performance, ceremony and dialogue, we will gather together diverse Canadians who wouldn’t otherwise come together. In these small groups, questions about Canada’s future will be addressed, with the learnings taken from one Campfire to the next. In addition to the official Campfires, the format will be accessible to all Canadians with an invitation to host their own community discussions and share their cumulative voices online. Together a “Charter for the Future” will be established, helping to put into action a vision for Canada moving into the next five years.

WHO: See Thee Rise / Tes Brillants Exploits was sparked through a research expedition to Northern Canada by [The Mission Business, a Toronto-based experience design agency](#). They returned home empowered, engaged and aware of the complicated colonial history of Canada. Wanting to make a change, they joined forces with longtime partner Amy Miranda of [Lunch Inc.](#) (a Canadian collective of companies and artists). Together they are leading the charge to redefine a future for the nation.

Each Campfire will be hosted by a cross-section of voices including a journalist, a musician, a local Indigenous person, a healer or religious practitioner, a new immigrant, a teenager, a child, a celebrity, a policy maker, an environmentalist, a scientist, a student and a futurist – all of whom live in the vicinity where the Campfire is being hosted. Additional seats (up to 30 total) will be available through a lottery system that other members of the community can enter to be given a “Golden Ticket”.

WHEN: Canadians are invited to sign up now at www.seetheerise.ca to be kept up to date on the evolution of the project and for consideration to be local Campfire hosts/guests. Execution of the Campfires will begin during the summer of 2017. Potential funding partners, community organizations and collaborators are invited to contact Amy Miranda directly to take part.

WHERE: In urban parks in each province and territory, travelling from east to west then through Northern Canada.

WHY: The initiative has been created out of a need to unite and make a change beyond Canada's 150th anniversary. History has torn us apart, separating us from the land and from each other. The hope of See Thee Rise / Tes Brillants Exploits is to give birth to a new Canadian spirit — capturing the best of the old and the new — that will fire the hearts, and fuel the imaginations of all Canadians.

For more information and to sign up to participate visit www.SeeTheeRise.ca.

Images and logos for media purposes can be accessed at <http://tinyurl.com/SeeTheeRise>

-30-

About See Thee Rise / Tes Brillants Exploits

See Thee Rise / Tes Brillants Exploits examines Canadian identity as it sits on a spectrum from pride to contention. It will creatively and authentically explore how our future isn't owned by think tanks and politicians — but is rather a state of mind where we all dream and design it together. <http://www.SeeTheeRise.ca>

About The Mission Business

[The Mission Business](#) is a Canadian experience design agency founded by Trevor Haldenby, Elenna Mosoff, Byron Laviolette and David Fono. The agency creates adventures across the real and digital worlds, interactions with actors, rich multimedia designs, gamification and branching decision-based narratives. Past clients include NASA, Autodesk, Starbucks, Disney, Microsoft, Ubisoft and the CBC. Our team features designers, directors, and dreamers.

About Lunch

[Lunch](#) is a Canadian collective of companies and artists founded by internationally awarded Executive Producer Amy Miranda in 2009. Lunch has executed projects for brands such as Red Bull, Adidas, Paramount Pictures and Nickelodeon. Selected clients and collaborators include: Clorox of Canada, Brita Canada, Red Bull Canada, BellMedia, Pee-wee Herman, Kid Koala, AMC Networks, and countless advertising agencies. Amy Miranda is also an activist, shamanic healing practitioner, and passionate advocate of female survivors of abuse.

For media inquiries contact:

Emily Ward

emily@shinepr.ca / 416.433.7494