



For Immediate Release

Call for Submissions: We want to see YOUR local attraction and welcoming videos

June 1, 2021 – Does YOUR community, region, or organization have a marketing or attraction video? How about an anti-racism or welcoming community message? If you do, please send it to us!

A new twist to the upcoming **Magnetic North** conference is the launch of a new video contest. The *Make Your Pitch Competition* is looking for submissions of people attraction and anti-racism/welcoming videos to be judged by international and First Nations students from Northern Ontario post-secondary institutions.

The videos submitted should have the goal of attracting migrants/immigrants to your community. Or, they should be intended to combat racism in your area, or enhance the welcoming nature of your community or your region. Deadline to submit is **June 11th, 2021 at 5:00pm.**

How to enter:

1. Please send a video file to **outreach@northernpolicy.ca**.
2. Please also state which community the video represents, and the contact details of the person submitting it.
3. Winners will be contacted by June 17th.

The winning videos will be **showcased** at the Magnetic North conference on June 22-23, 2021 to an audience of over 250 attendees throughout Northern Ontario. This contest is supported by the Northwestern Ontario Local Immigration Partnership, the Sault Ste. Marie Local Immigration Partnership, the Greater Sudbury Local Immigration Partnership, Réseau du Nord, and Northern Policy Institute. All videos submitted will be displayed on the Magnetic North event website.

Submission in either official language is encouraged. Submissions using other local languages should be able to provide a translation into English.

If you are submitting a video, please ensure that you or your organization hold the appropriate rights to the video or, supply written permission from the rights holder.

For other questions regarding eligibility, please contact: **outreach@northernpolicy.ca**



Media Interviews: NPI President & CEO Charles Cirtwill is available for comment. To arrange an interview, please contact:

Andrew Jalak
Communications Officer
705-975-4313
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About Northern Policy Institute:

Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern communities. Our operations are located in Thunder Bay and Sudbury. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.

About Northwestern Ontario Local Immigration Partnership:

Committed to meaningful economic, social, and cultural integration of newcomers to ensure a prosperous and inclusive community. The North Western Ontario LIP aims to:

- *Develop partnerships and community-based planning around needs of newcomers and residents;*
- *Improve awareness of and access to existing diversity and settlement initiatives to employers and newcomers;*
- *Oversee the implementation of a broad-based community plan that fosters labour market access, social inclusion and sustainable welcoming communities;*
- *Achieve outcomes indicated by increased economic, social, political and civic participation by newcomers.*

About Sudbury Local Immigration Partnership:

The Sudbury Local Immigration Partnership (LIP) is one of five LIPs in Northern Ontario that aim to support the attraction and retention of newcomers. The Sudbury Local Immigration Partnership is funded by Immigration, Refugees and Citizenship Canada. Additionally, the Sudbury LIP is a part of Greater Sudbury's Economic Development Division.

About Sault Ste. Marie Local Immigration Partnership:

Sault Ste. Marie Local Immigration Partnership (LIP) is designed to encourage communities across the province to develop extensive and comprehensive local settlement strategy plans for the development and implementation of services for newcomers, to ease the transition into the work force and social integration into the City.



About Réseau du Nord:

Northern Ontario Francophone Immigration Support Network creates links between organizations from all regions of Northern Ontario, such as: Sudbury, Timmins, North Bay, Sault-Ste-Marie and Thunder Bay, to put in place a system to facilitate the reception and integration of newcomers. The northern network follows the objectives of the strategic plan developed by the Steering Committee:

1. Increase the number of French-speaking immigrants as to increase the demographic weight of the francophone communities in a minority situation.
2. Improve the capacity of French-speaking communities in a minority situation and strengthen welcoming and settlement structures for French-speaking newcomers.
3. Ensure the economic integration of French-speaking immigrants within Canadian society and francophone communities in minority situations in particular.
4. Ensure the social and cultural integration of French-speaking immigrants within Canadian society and francophone communities in minority situations.
5. Foster regionalization of francophone immigration outside of Toronto, Montréal and Vancouver