

Press synthesis
AWG 2023 Wood Buffalo

Link to press articles/ Lien vers les articles : https://drive.google.com/drive/folders/15xm66htVJyplshEbKuFdLua7GdwwWt45?usp=share_linkIntro

English version

Introduction

The 2023 Arctic Winter Games were held from January 29 to February 4 in Fort McMurray in the Wood Buffalo region of Alberta, Canada. These games bring together the youth of the Arctic regions. On the program, modern sports like volleyball, field hockey or gymnastics, but also Arctic sports and Dene games, traditional Inuit sports. This competition is very important for the visibility of these traditional games, because it is the only international competition of these disciplines. The press and the media play an important role in the visibility of this competition and this document tries to synthesize the facts observed in terms of communication on this event.

1. An organizing committee heavily involved in communications

The first notable fact is that the communication department of the 2023 edition was very active. Whether before, during or after the event, everything was done to ensure that we could follow the news of the games. The website and social networks were updated every day. On the website of the games, you could find every day the newspaper "Ulu news". This very complete newspaper put forward every day the news of the games with the results of the events and the places of the events, but also the athletes and the volunteers. There was also a section dedicated to the traditional games with explanations of the different events and the history of the pins. The Instagram page of the games was also a very good source of information and it was fed well in advance with notably the promotion of the official store, the partners, the history of the games... In addition to the written communication, radio spots and videos were broadcasted on the territory.

2. Extensive media coverage

Throughout the event, a wide range of media covered the news and the story of the games. These included: APTN News, CBC, Fort Mc Murray today, NNSL media, and others. No fewer than a dozen media outlets followed and shared news about the games.

In all, we analyzed 27 print and online articles from the local (Fort Mac Murray Today), regional (NNSL News, PANow) and national/international (APTN National News, CBC, Radio Canada) press produced during the Games, as well as the 8 Games dailies published by the organizing committee

(Ulu News), an article published by the Government of Canada and seven television reports produced by the national media and/or the Games organizing committee.

Missing: media coverage in the participating regions (Alaska, Greenland, Sapmi in particular).

3. Articles often focusing on sporting performance...

A lot of articles were about sports performance. For example, there was an article from NNSL on the testimonial of the Nunavut basketball team. Other articles of other media also followed the classic model of the sports press which gave a modern character to these games and rather close to the Olympic model. These articles are rich in testimonies of the participants on their identity of sportsmen.

From the point of view of the images presented, 25.6% of them are centered on or relate to competitions, records and results. This dimension is often accentuated for arctic sports, and sometimes for the Dene Games when it comes to records, for example.

4. ... But also on the specific nature of these games

The majority of the articles in any newspaper, relate the importance of the games for the Arctic territories. Indeed, many articles have collected testimonies from public figures, participants, volunteers ... On the traditional character of these games.

The testimonies are notably collected from the practitioners of Arctic sports and Dene games, but not only. What often comes back is the fact that these games are not only there to perform in the sport, but especially for the cultural side, for the sharing and for the community.

The cultural aspect of the Games (dancing, singing, costumes, Dene Games as culture, etc.) is referred to in 29.4% of the photos analyzed. But clearly, in the images presented, the community aspect is over-emphasized: 56% of the images refer to this dimension (images of collectives, groups, shared enthusiasm, etc.). The experience of young people, the ordinary life of the Games, comes very quickly after the generally succinct presentation of the results. Much emphasis is placed on the opening and closing ceremonies. What interests the media seems to be what makes sense, what unites the community.

To conclude

The press has highlighted the special and traditional character of these games. The media were able to collect many testimonies, each more interesting than the other, highlighting the sharing and the perpetuation of traditions, but also the modern side of the games with an event model that is close to the Olympic model. It will be interesting to follow the commitment of the press in the future editions and to see if this ambition to put forward the traditional sports is still present.

Version Française

Introduction

Les Jeux Arctiques d'hiver 2023 se sont tenus du 29 janvier au 4 février à Fort Mc Murray dans la région de Wood Buffalo en Alberta au Canada. Ces jeux réunissent les jeunes des régions Arctiques. Au programme, sports modernes comme le volley, le hockey ou encore la gymnastique, mais aussi Arctic sports et Dene games, des sports traditionnels inuits. Cette compétition est très importante pour la visibilité de ces jeux traditionnels, car c'est la seule compétition internationale de ces disciplines.

La presse et les médias jouent aujourd'hui un rôle important dans la visibilité de cette compétition et ce document s'attache à synthétiser les faits observés en matière de communication sur cet événement.

1. Un comité organisateur très investi dans la communication

Premier fait notable, le service communication de l'édition 2023 était très actif. Que ce soit avant pendant et après, tout était fait pour que l'on puisse suivre les actualités des jeux. Le site internet et les réseaux sociaux étaient alimentés tous les jours. Sur le site internet des jeux, on pouvait retrouver chaque jour le journal *Ulu news*. Ce journal très complet mettait en avant chaque jour les actualités des jeux avec les résultats des épreuves et les lieux des épreuves, mais aussi les athlètes et les volontaires. Il y avait également une partie dédiée aux jeux traditionnels avec des explications sur les différentes épreuves et sur l'histoire des pins.

La page Instagram des jeux était également une très bonne source d'information et elle a été alimentée très longtemps à l'avance avec notamment la promotion de la boutique officielle, des partenaires, de l'histoire des jeux...

En plus de la communication écrite, des spots radios et vidéos ont été diffusés sur le territoire.

2. Une couverture médiatique importante

Tout au long de l'événement, de nombreux médias ont relayé les actualités et l'histoire des jeux. Parmi ces médias, on retrouve: APTN News, CBC, Fort Mc Murray today, NNSL media, et d'autres. Ce n'est pas moins d'une dizaine de media qui ont suivi et repartagé les actualités des jeux.

Au total, analyse de 27 articles de presse papier ou internet, de la presse locale (Fort Mac Murray Today), régionale (NNSL News, PANow), nationale/internationale (APTN National News, CBC, Radio Canada) produits pendant les Jeux, ainsi que des 8 quotidiens des Jeux publiés par le comité organisateur (Ulu News), d'un article publié par le Gouvernement du Canada et de sept reportages télévisuels produits par les médias nationaux et/ou le comité organisateur des Jeux.

Manque : couverture médiatique dans les régions participantes (Alaska, Groenland, Sapmi notamment)

3. Des articles souvent centrés sur la performance sportive...

Beaucoup d'articles parlent de performance sportive. C'est le cas par exemple d'un article de NNSL sur le témoignage des joueuses de l'équipe de basket du Nunavut. D'autres articles d'autres médias ont eux aussi suivi le modèle classique de la presse sportive ce qui donnait un caractère moderne à ces jeux et assez proche du modèle olympique. Ces articles sont riches en témoignages des participants sur leur identité de sportifs.

Du point de vue des images présentées, 25,6% d'entre elles sont centrées ou ont un rapport à la compétition, les records, les résultats. Souvent dimension accentuée pour les sports arctiques, parfois pour les Dene Games dès lors qu'il s'agit de record par exemple.

4. ... Mais aussi sur le caractère spécifique de ces jeux

La majorité des articles que ce soit dans n'importe quel journal, relatent l'importance des jeux pour les territoires arctiques. En effet, de nombreux articles ont recueilli les témoignages des personnalités publiques, des participants, des volontaires... sur le caractère traditionnel de ces jeux. Les témoignages sont notamment recueillis auprès des pratiquants des Arctic sports et des Dene games, mais pas uniquement. Ce qui revient souvent, c'est le fait que ces jeux ne sont pas là uniquement pour performer dans le sport, mais surtout pour le côté culturel, pour le partage et pour la communauté.

Le côté culturel des Jeux (danse, chants, costumes, Dene Games comme culture, etc...) est référé dans 29,4% des photos analysées.

Mais clairement, dans le cadre des images présentées, sur-accentuation de l'aspect communautaire : 56% des images font référence à cette dimension (images de collectifs, de regroupements, d'enthousiasme partagé, etc.). Le vécu des jeunes, l'ordinaire des Jeux, arrive bien vite après la présentation généralement succincte des résultats. Beaucoup d'accentuation des cérémonies d'ouverture et de clôture. Ce qui intéresse les médias, cela paraît être ce qui fait sens, qui soude la communauté.

Pour conclure

La presse a mis en avant le caractère particulier et traditionnel de ces jeux. Les médias ont pu recueillir de nombreux témoignages tous plus intéressants les uns que les autres mettant en avant le partage et la perpétuation des traditions, mais également le côté moderne des jeux avec un modèle d'événement qui se rapproche du modèle olympique. Il sera intéressant de suivre l'engagement de la presse dans les éditions futures et de voir si cette ambition de mettre en avant les sports traditionnels est toujours présente.

Name of the media	Name of the article	Date	Link	PDF	summary	Images total		Images sport performance	Images culture traditionnelle		Images communauté		Type de sport/d'activité
APTN National news	Wood Buffalo Arctic Winter Games launch in Treaty 8	30/01/2023	https://www.aptnnews.ca/national-news/wood-buffaloarcticwinter-games-launch-intreaty-8/	https://drive.google.com/file/d/165vITP_BY57fY9FU-HWpbmFvgnt2DrHO/view?usp=share_link	<p>“It was amazing,” said Laila Goodridge, Conservative MP for Fort McMurray-Cold Lake. “We got the fireworks going on behind me. It’s just another example that we are here, and we are ready to shine.”</p> <p>Speak about the program and Halucination during the ceremony</p>	1					1	1,00	cérémonie ouverture

APTN National news	Day 2 of Arctic Winter Games features a	01/02/2023	https://www.aptnnews.ca/nationalnews/day-2-of-arcticwinter-	https://drive.google.com/file/d/17dkLH32PrjbMePVVS8pJ_vvWzukg1qp1/view?usp=share_link	presentation of the provisional results and mention of the fact that archery is organized for the first time	4	1	0,25	3	0,75		0,00	VB / Dene
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	number of events		games-featuresa-number-of-events/										
APTN National news	What the Arctic Winter Games mean for remote regions	01/02/2023	https://www.aptnnews.ca/nationalnews/what-the-arcticwinter-gamesmean-forremote-regions/	Vidéo	<p>Few people know about dene games, so the Arctic Winter Games are important to introduce them and inspire young people.</p> <p>the facilities are good for developing young people.</p> <p>It is important that they feel comfortable at the games, both for the accommodation and for the mental follow-up.</p> <p>presence of the association "Mental Health in our sport"</p> <p>Testimony of a participant who says that everyone helps everyone else.</p>	1		0,00	1	1	1	1,00	opening / Dene

CBC	Memorable moments from the Arctic Winter Games	30/01/2023	https://www.cbc.ca/news/canada/north/arctic-winter-games/memorable-moments-from-the-arctic-winter-games-1.6730375	https://drive.google.com/file/d/16qtvDW1m_5x_jeZvfP-xW_x4FAR4q7P/view?usp=share_link	Pictures	13	2	0,15	7	0,54	5	0,38	Dene
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			games-1.6730375										
CBC	Arctic Winter Games 2023 open with a rockin' outdoor party at -17 C	30/01/2023	https://www.cbc.ca/news/canada/north/arctic-winter-games-2023-opening-ceremony-s-1.6728996	https://drive.google.com/file/d/16sESO7-2IX8R1HLHy0250TSyfWSJi07/view?usp=share_link	Speak about the ceremony (Show, musics, flame...) "a lot of pride"	7		0,00	1	0,14	6	0,86	opening

CBC	Fort McMurray business ramping up for Arctic Winter Games	27/01/2023	https://www.cbc.ca/news/canada/edmonton/arcticwinter-games-fort-mcmurray1.6727734	https://drive.google.com/file/d/16sO5csXz6nJzJmME3IBj0ihacvgrs2/view?usp=share_link	interview on merchants before the games, what they expect and the benefits of the games on the city "It's an opportunity for our community to be spoken of differently, rather than always about the oilsands," de Sousa said.	4		0,00		0,00	4	1,00	social economic impact
CBC	Alberta siblings look to show up big for province at Arctic	27/01/2023	https://www.cbc.ca/news/canada/edmonton/arcticwinter-gamesalberta-1.6728648	https://drive.google.com/file/d/16sy80LXgy6H8rz_FIC0WSTvTHleEYn1P/view?usp=share_link	"The Arctic Winter Games are a family affair for siblings Brooklyn and Jordan Wills of Team Alberta North." "It creates awareness of the world outside of these small communities," he said from Wood Buffalo. "It helps to develop northern cultures. They take	2	2	1,00	2	1,00		0,00	arctic sports

	Winter Games				back a sense of pride that goes back to the community."								
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CBC	After 5year hiatus, the Arctic Winter Games return this weekend	28/01/2023	https://www.cbc.ca/news/canada/north/arctic-winter-gamesbegin2023-1.6727127	https://drive.google.com/file/d/16tOt0wRC_GqOKw09ir4n3P8s4LO4iuY/view?usp=share_link	<p>none russian participants</p> <p>"This is ... I don't know how to feel man, this is my first AWG and I wanna see how this goes. Hopefully it goes well," Panaktalok said.</p> <p>"Many athletes come from smaller, remote communities across the circumpolar world, and the AWGs might be their first big trip away from home, and the first time they compete against people they've never met."</p> <p>"For some, the AWGs are a stepping stone toward a career in competitive sports. For others, they're simply an opportunity to challenge themselves, set some personal goals, and find strengths they didn't know they had."</p>	7	1	0,14	0,00	6	0,86	opening, délégations
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CBC	AWG volunteer steps up after N.W.T. hockey player's gear gets	30/0 1/20 23	https://www.msn.com/enca/sports/nhl/awgvolunteersteps-upafter-nwthockeyplayersgear-gets-	https://drive.google.com/file/d/17QJOzXL1pNOLYwNIIvtMDGP4rRtgFir0/view?usp=share_link	A field hockey player did not receive his bag and a volunteer offered him a cross-body so that he could participate in the game	2		0,00		0,00	2	1,00	entraide
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	lost in transit		lost-intransit/ar-AA16Xwfb										
CBC	Watch the 2023 Arctic Winter Games	27/0 1/20 23	https://www.cbc.ca/sports/2023-arcticwinter-games-live-stream1.6729263	https://drive.google.com/file/d/16EkU7g4V_mR3X53fqv0rB4OROjZ3gh5/view?usp=share_link	page used to broadcast the events								

CBC	Culture has a role just as big as sport' at the Arctic Winter Games	01/02/2023	https://www.msn.com/enca/news/canada/culture-has-a-role-just-as-big-as-sport-at-the-arctic-winter-games/arAA170GDu	https://drive.google.com/file/d/180JeZXfm_Y6bfMpt31QP0Zo3OVhLa4Un/view?usp=share_link	<p>"The Games aren't just about sports — it's also a chance for Arctic peoples to come together and share their knowledge with each other"</p> <p>"People think that different cultures are basically all the same, but they're not," she said. There are similarities, but there are differences, too." 15yo participant</p> <p>"All the young people here, it's good to see them because some of us want to revive our culture, show them how important it is for us, and to share that with them," she said.</p> <p>"For me, especially if you're going to provide this type of cultural event, the spirituality of the Indigenous people from here — the Cree, Dene and Métis — is very important."</p> <p>"I think culture has a role just as big as sport, and that's what makes these games so special," said Flett.</p> <p>"Being able to familiarize people with every aspect of the</p>	14	3	0,21	7	0,50	6	0,43	
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Fort Mc Murray Today	Arctic Winter Games launches celebration of northern sports and culture	30/01/2023	https://www.fortmurraytoday.com/news/arcticwinter-gameslaunchescelebration-ofnorthern-sports-and-culture	https://drive.google.com/file/d/17UYxDgAySvb6dz2razumrjncbcCJVqQ/view?usp=share_link	"Many delegates and athletes come from communities that don't have facilities as sophisticated as MacDonald Island Park. Athletes from northern communities also have trouble breaking into sports. Resources and funds to promote athletics are sparse in northern communities, and travelling for training and competitions is expensive."	14		0,00		0,00	14	1,00	opening
Fort Mc Murray Today	Arctic Winter Games in urgent need for volunteers	06/01/2023	https://www.fortmurraytoday.com/news/arcticwintergames-inurgentneed-forvolunteers	https://drive.google.com/file/d/17aeHANfk38D6LP7iDNSB5BjD49ZUmxFN/view?usp=share_link	the organizers hoped to have 2000 volunteers	1		0,00		0,00	1	1,00	volunteers
Fort Mc Murray Today	Organizers see major sports tourism potential after	01/02/2023	https://www.fortmurraytoday.com/news/organizers-see-major-sports-tourism-potential-after	https://drive.google.com/file/d/17bGUQjTy-Yj_Isfll14c1L6eDYcZuLq0/view	"Once they've been here, I can't imagine why they would not want to come back with the facilities we have," said Nicole Clow, general manager of the host society, in an interview. "It's definitely a build for future games that might want to come to the community."	4		0,00	2	0,50	2	0,50	social economic impacts

	Arctic Winter Games		sportstourismpotentialafterarcticwintergames	w?usp=share_link	<p>There's future provincial competitions, nationals, whatever."</p> <p>"A lot has changed in local sports since Fort McMurray hosted the Arctic Winter Games in 2004. Most sports facilities were built or upgraded within the past 15 years."</p> <p>"It's going to show the country and the world we're the place to hold these events," said Mayor Sandy Bowman. "We have the people, we have the facilities and we have the partners who are ready to support events of this size."</p>								
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Fort Mc Murray Wood Buffalo	2023 WB AWG	15/10/2022	https://fmwb.ca/awg	https://drive.google.com/file/d/16XVkiE08hQkb28K9K6tsflp221x6cggX/view?usp=share_link	Présentation of the games										
Government of Canada	Wood Buffalo 2023 Arctic Winter Games	18/01/2023	https://www.canada.ca/en/canadianheritage/campaigns/arcticwintergames.html	https://drive.google.com/file/d/16S4b0mbtNm1vuVhdiQCoiWY645n90Y5/view?usp=share_link	Présentation of the games "The Government of Canada is proud to be the largest single contributor to sport in Canada. Sport Canada is supporting the Arctic Winter Games with a contribution of up to \$2.5 million."	6	5	0,83	0,00	1	0,17	insistance sport pour le gov du Canada			

NNSL Media	PHOTOS: Arctic Winter Games take off with a party	30/01/2023	https://www.nnsl.com/news/photosarcticwinter-games-take-off-with-a-party/	https://drive.google.com/file/d/17Kb9Tv0uEFH7EL5KWOyRwjpceaSkerc/view?usp=share_link		4		0,00	0,00	4	1,00	
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NNSL Media	Team Nunavut excited for 2023 Arctic Winter Games	30/01/2023	https://www.nnsi.ca/news/team-nunavut-excited-for-2023-arctic-winter-games/	https://drive.google.com/file/d/17OqBoO2Gg0h1jLAyf-5Aok_qirtQOaV4/view?usp=share_link	“As an alumni of Team Nunavut, I can tell you that pin-trading is an unofficial sport of the games. It’s very fun to be trading and getting to know new people,” said David Joanasie, minister responsible for sports and recreation and Team Nunavut.	1		0,00	0,00	1	1,00	
NNSL Media	Team NT hits the ground running at 2023 Arctic Winter Games	01/02/2023	https://www.nnsi.ca/sports/team-nt-hits-the-ground-running-at-2023-arctic-winter-games/	https://drive.google.com/file/d/17mHR3ABKJ3NypkLtajNgDNGEwzKjqdW/view?usp=share_link	<p>“It’s only our second game together, so lots of figuring things out, but they came around and it turned into a firefight.”</p> <p>"Terry Connors, who works with the Oil Barons, heard about Bartlett’s plight and brought him over to their equipment room. There, Bartlett was outfitted with brand new gear, right out of the plastic, from nearly head-to-toe."</p>	6	3	0,50	0,00	3	0,50	podium, ski, et fraternité

NNSL Media	Inuksuk Drum Dancers representing Nunavut as cultural delegates at the 2023 Arctic Winter Games	31/01/2023	https://www.nnsl.com/news/inuksukdrumdancersrepresentingnununavutasculturaldelegatesat-the2023-arcticwintergames/	https://drive.google.com/file/d/17xPWYwZ7825qb69f8N_3AETcPTreMNIG/view?usp=share_link	<p>“What is special about the event,” explains the teacher, “is that cultural delegates teams from all across the circumpolar North, all bring something unique to the cultural delegation park.”</p> <p>“At the gala, we’ll be collaborating with the other groups across the North which is very exciting, I can’t wait to show our culture and what we do,” says Estey.</p>	1		0,00	1	1,00		0,00	dance
NNSL Media	Team Nunavut girls basketball all team still finetuning	31/01/2023	https://www.nnsl.com/sports/teamnununavut-girlsbasketball-team-stillfinetuning/	https://drive.google.com/file/d/1800fdQrMDcbYZjkh0ybfNHkenrNAvfJk/view?usp=share_link	<p>“I think it went pretty well, considering it was our first time playing together as a team,” she said. “(For) a lot of them, it was their first time playing in a major games, including myself. And the other team has been playing together for a lot longer and practising. There are some things we can improve on.”</p>	4	4	1,00		0,00		0,00	basket

CBC on Youtube	Their Time to Shine: An essay on the Arctic Winter Games' return	25/01/2023	https://www.youtube.com/watch?v=zwfOgoS7IRo	vidéo	games archive	1		0,00	1	1,00	1	1,00	histoire:landackno
CBC	2023 Arctic Winter Games end with music, dance and smiles	05/02/2023	https://www.msn.com/enca/news/canada/2023-arcticwinter-games-end-withmusicdanceandsmiles/arAA177pa5	https://drive.google.com/file/d/18DGQkMizZ08nyj1eW6x_F1mfFGg8jbl/view?usp=sharelink	The arena was "packed with Nunavut fans," she said, adding that "Nunavut has a great support system, so many parents that travelled all the way from Nunavut to be here to cheer on their kids." "They're great role models. You see them working with the young athletes. That sport is in great shape for the future."	2		0,00		0,00	2	1,00	closing

CBC	5 years in the making, the 2023 Arctic Winter Games were well worth the wait	04/02/2023	https://www.msn.com/enca/news/canada/5years-inthemakingthe-2023arcticwinter-games-were-wellworth-thewait/ar-AA176Khc	https://drive.google.com/file/d/18EJqwmBzIFs9SDZ8nKauxZ0usDt932X/view?usp=share_link	"I looked at the sky and was looking at my ancestors and past people I loved to show them respect and that I'm doing it for them." Community, teamwork, perseverance During the week a powerful exhibit in the main complex was front and centre honouring and remembering murdered and missing Indigenous women. "My people need to feel safe. My people need to know that they will be treated equally," said Stephanie Harpe, an international	2	1	0,50	1	0,50	0,00	Dene/Arctic
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					grassroots activist.							
Radio canada	Des chercheurs à Wood Buffalo pour étudier les Jeux d'hiver de l'Arctique	02/02/2023	https://ici.radio-canada.ca/nouvelle/1952970/nord-arctique-identite-recherche-france-canada	https://drive.google.com/file/d/18uMJcO6RufcyUm1YDXLS5xkUvtkuOv6/view?usp=share_link	presentation of the research project and issues	3	1	0,33		0,00	0,00	badminton

			23arcticwintergames										
CBC	Spirit of the Arctic Winter Games is alive and well in Wood Buffalo	01/02/2023	https://www.cbc.ca/player/play/2167984195890	vidéo	presentation of the games and especially the arctic and dene games interview with a very moved participant story of the field hockey player who did not receive his equipment story of two participants from different nations who finish the snowshoe race hand in hand history of the ulu medal	1		0,00		0,00	1	1,00	
CBC	Oldest competitor at Arctic Winter Games Chris Stipdonk nearly breaks record to win knuckle hop	02/02/2023	https://www.cbc.ca/player/play/2168400963921	vidéo	video of his performance	1	1	1,00		0,00		0,00	Dene record knuckle

CBC	Arctic Winter Games: Closing	04/02/2023	https://www.cbc.ca/player/play/2169290307805	vidéo	replay of the closing ceremony								
	ceremony												
CBC	Community rallies behind N.W.T. hockey player after gear doesn't arrive at Arctic Winter Games		https://www.cbc.ca/player/play/2167763011956	vidéo		1					1		gear missing
					Total	12 1	25	0,25 6579 84	27	0,29 3752 544	74	0,56	