



Release



IN 2015, WE ARE ALL INDIGENOUS



Photos: Mila Petrillo/InterTribal Agency

Embratur backs hosting of the 1st World Indigenous Games, which will take place in Palmas (Tocantins) in September 2015

Brasilia, 31/10/2014 - Following the success of the World Cup, Brazil is consolidating its position as the host of major sporting events. The next challenge will now be to hold the 1st World Indigenous Games, which will take place in September 2015 in Palmas (Tocantins), with the participation of more than 2,000 athletes from 30 countries. In order to raise the profile of the Games, the President of Embratur (the Brazilian National Institute of Tourism) met last Thursday with State Prefect Carlos Amastha to discuss the promotion of the Games during the Institute's actions abroad.

“Holding the World Indigenous Games in Brazil is an opportunity to demonstrate Brazil's diversity to the world, as well as acknowledge the value of the cultural richness of indigenous people and promote other segments within the Tourism industry such as Ecotourism and Adventure Tourism”, underlined Vicente Neto.

Embratur will start promoting the World Indigenous Games at the World Travel Market event which is taking place next week in London and which attracts about 50,000 visitors. Furthermore, the Institute is to include the event in its future trade fairs and the actions which it will be implementing up to the start of the World Indigenous Games in September 2015. "Embratur's support is essential to the success of the Games. Every state in Tocantins has a huge potential for tourism, which we need to promote, in addition to the already renowned Jalapão State Park and capim dourado (golden grass) handicrafts. We have historical cities and numerous tourist sites for adventure tourism", underlined the Prefect for Palmas, Carlos Amastha.

With the slogan "In 2015, we are all indigenous", the capital of Tocantins is preparing itself to receive athletes from dozens of ethnicities from all over the world. The post of Extraordinary Secretary for the World Indigenous Games has been created, which assumes responsibility for organising the entire event. The holder of this position, Hector France, affirms that the completion of projects and construction of facilities for hosting the Games will take place within the established time frame.



In addition to indigenous people from the Americas, there will also be participants from Australia, Japan, Norway, Russia, China and the Philippines. Around 22 ethnic groups from Brazil should participate in the competition. In Tocantins alone there are 7 ethnic groups with a population of approximately 10,000 people. Archery, javelin, tug-of-war, 100 m rustic race, traditional rustic canoeing, log races, wrestling, football, *xikunahati* ("headball"), swimming and athletics are among the events that will be contested in Palmas.

The Indigenous Games started in Brazil in 1996 in Goiânia, held by the *Comitê Intertribal Memória e Ciência Indígena* [Intertribal Memorial and Indigenous Science Committee], with the support of the Federal Government. Since then 13 national events have already taken place. Now is the first time that the Games will be international. According to State Prefect Carlos Amastha, the decision to hold the 1st World Indigenous Games in Palmas was made during a meeting of the Intertribal Committee at the United Nations Organisation that ratified the choice.

For more information, visit the website: www.jogosmundiaisindigenas.com.

Press Relations Office
Tel: +55 61 2023.8517
www.embratur.gov.br
www.twitter.com/embraturnews
www.facebook.com/embraturbrasil
www.instagram.com/embraturbrasil

UK PR - For press enquiries please contact:

Ogilvy Public Relations
Name: Sarah White
Email: sarah.white@ogilvy.com
Tel: 0207 309 1133
www.visitbrasil.com

UK Travel Trade Assistance:

Lilas Nascimento
Manager Brazil – United Kingdom
Brazilian Tourism Office
E-mail: lilas.embratur@cunhavaz.com
Phone: +44 (0) 207 997 60 30 | Fax: +44 (0) 207 997 61 00



55 Old Broad Street
London EC2M 1RX, United Kingdom
www.visitbrasil.com | www.cunhavaz.com