



MEDIA INFORMATION

TORONTO RAPTORS BASKETBALL CLUB

Thursday, January 2, 2025

TORONTO RAPTORS UNVEIL NEW INDIGENOUS-INSPIRED LOGO AND HOST INDIGENOUS HERITAGE GAME ON JANUARY 6

Today, the Toronto Raptors unveiled a reimagined, Indigenous-inspired logo to honour the resiliency, strength and enduring spirits of Indigenous peoples. The logo was designed in partnership with Luke Swinson, a visual artist with Anishinaabe roots and a member of the Mississaugas of Scugog Island First Nation from Kitchener, Ontario.



“This opportunity means so much to me. Representing what’s important to me and my community through such an iconic and recognizable logo is incredible,” said Luke Swinson. “Growing up, seeing this kind of representation would have filled me with such pride and inspiration and I hope to share that feeling with Indigenous youth of today.”

Swinson describes the piece as having a central focus on Indigenous joy as the top of the redesigned logo showcases the happiness experienced by two Indigenous people playing the game of basketball. Below the two figures is a river flowing over hills as the sun sets and an eagle flies above. For Indigenous people, Water is life and the Grandfather Sun is life-giving while the eagle represents the Indigenous connection to Creator and spiritual world. The logo also incorporates a feather symbolizing honour, wisdom, strength and

closeness to Creator. Finally, the four sacred medicines of tobacco, sage, cedar and sweetgrass are woven into the logo and represent the traditions and ceremonies that are vital to Indigenous peoples across Turtle Island.

The Toronto Raptors will host their annual Indigenous Heritage Game on Monday, January 6 when they take on the Milwaukee Bucks at Scotiabank Arena at 7:30 p.m. and acknowledge the impact and experiences of the Indigenous community on the sport and city.

Fans can expect the following special experiences:

- **Game Presentation**
 - In-stadium signage takeover with Indigenous-inspired creative.
 - Special halftime performance incorporating Madison Noon, an Indigenous member of the North Side Crew.
- **Digital Platforms**
 - Use of the Toronto Raptors Indigenous-inspired logo and creative in game day graphics.
 - Game day content on Raptors social channels highlighting the special elements at the game, including an artist spotlight video on Swinson as well as a look into the Lloyd S. King Elementary School basketball program.
- **Community Engagement**
 - Indigenous community groups to attend the game including Lloyd S. King Elementary School's basketball program as well as ENAGB, a youth agency focused on providing cultural, employment, life skills, holistic wellness and more to youth.
- **Additional Celebrations**
 - Proceeds from MLSE Foundation's 50/50 lottery to support youth facing barriers in Ontario, through organizations like [ENAGB](#).
 - Toronto Raptors hoodie with the Indigenous-inspired logo to be made available both online and in-venue at Real Sports Apparel starting on January 2 with 20 per cent of net proceeds donated to ENAGB through MLSE Foundation.
 - Partnering with Dashmaawaan, an innovative Indigenous catering company using profits to support Indigenous seniors and unhoused individuals, on a feature item available at section 118. One hundred per cent of proceeds from sales will benefit the organization.

For more information, visit Toronto Raptors' social media channels for up-to-date game details.

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