

RALLY START TIME
1 p.m.



**PARK-AND-RIDE
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ATA NEWS

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Rapper ready to rally



As teachers and parents gather at the Alberta legislature on Oct. 22 to rally in support of public education, poet and hip-hop artist Rollie Pemberton (aka Cadence Weapon) will be lending his support through a guest appearance and poetry reading.

FILE

STAND
FOR
EDUCATION
OCTOBER 22, 2022



FILE

Rapper Cadence Weapon to headline rally program

Headlining the program at the Stand for Education rally will be poet and hip-hop star Rollie Pemberton, aka Cadence Weapon. A renowned rapper and former poet laureate for the city of Edmonton, Pemberton has a special connection with Alberta teachers, as he wrote "The Garden," a poem that was incorporated into a bronze sculpture that was unveiled at the legislature in 2018 in honour of the ATA's 100th anniversary.

On Oct. 22, Pemberton's appearance will include a public reading of "The Garden."

Who is Cadence Weapon?

Cadence Weapon is Edmonton-born, Toronto-based rapper, producer, writer and poet Rollie Pemberton. His 2021 album *Parallel World* recently won Canada's Polaris Music Prize.

The son of a pioneering hip-hop radio DJ, Pemberton grew up around a diverse library of music. Splitting his time between Edmonton's experimental electronic and underground rap scenes as a teenager, Pemberton eventually developed a hybrid of both styles. Cadence Weapon has released five albums, all of which have been nominated for the Polaris Music Prize, with *Breaking Kayfabe* (2006), *Hope In Dirt City* (2012) and *Parallel World* (2021) being shortlist nominees. Pemberton has toured extensively following the success of these albums, playing festivals like Glastonbury, Lollapalooza, Pitchfork Music Festival, Roskilde and Primavera Sound, and performing shows with artists such as Public Enemy, Diplo, Questlove, De La Soul and many more.

Pemberton's music is known for pairing groundbreaking production with incisive, socially conscious lyricism. Pemberton served as poet laureate of Edmonton from 2009 to 2011, making him the literary ambassador of his hometown. In 2018, his poem "The Garden" was incorporated into a bronze sculpture honouring Alberta teachers at the legislature grounds in Edmonton.

Pemberton was the narrator and a writer for the VICELAND television series *PAYDAY* and *Mister Tachyon*, and he has hosted lectures and conducted live interviews for CBC q and Red Bull Music Academy. Pemberton wrote a book about his career called *Bedroom Rapper* that was published in May 2022.

Source: www.kelpmanagement.com/cadence-weapon



Rollie Pemberton, aka Cadence Weapon, will read his poem "The Garden" on Oct. 22.

MAT DUNLAP

*Gardener brings to order
Unsettled nature
With an open outstretched hand
And an eye toward renewal*

Excerpt from "The Garden"

I was there in '97 and I'll be there Oct. 22

Whatever changes we gained back then, we lost. We are not the bad guys! Too many of us have turned a blind eye or are too busy ... this is our chance to show our current and future governments we care; we want to work together to make our work and learning environments better (class size, curriculum, support for the younger students and those that find learning or being in large groups challenging); and to say, "We matter because what we do matters!"

– Shawna Reagan

[I'll be there] because I still care about public education and kids and the effect great education has; we need to stand up for that!

– Gary Smith

[I'll be there] for the children who need support but receive less and less funding each year.

– Jacinta Heu

[I'll be there] because the gaps are no longer fillable.

– Dwnychka

I was there in 1997 and I will go again. I was a new teacher back then and didn't really fully understand it, but the veteran teachers made it clear that we have to uphold the high standard of public education. Now I am a veteran teacher, and it is my duty to fill that role so that the young teachers understand that if we don't fight, we have already lost!

– Susan Law Weatherill



Responses gathered through social media.



STAND FOR EDUCATION RALLY

Why should I attend?

On Oct. 22 we will send a strong message: Public education is important to the future of this province.

This is a rally for better learning and working conditions for students and teachers.

The rally has nothing to do with political ideology or affiliation and everything to do with being a member of the teaching profession. There are 46,000 teachers in this province, and together we are leading this rally for a stronger public education system.

We are rallying

- to build a coalition of teachers, parents and concerned citizens;
- to make sure that all political candidates in the next provincial election make public education a part of their platform; and
- to kick off a nine-month campaign that will send the message that education must be a top election issue.

We need to stand up for public education and make sure our students have what they need to learn and we have what we need to teach:

- A strong, modern curriculum
- A well-funded system
- The supports and resources they need
- Appropriate class sizes

Public education is an investment in our children's future – not an expense.

On Oct. 22, let's stand together to preserve what we have and demand what we need for tomorrow.

Food trucks, sign-making and rally swag

Plan to arrive between noon and 12:45 p.m.

Listen to live music and enjoy fare from several local food trucks.

Sign-making supplies will be available for you to make your own

sign, or plan to pick up one of the Stand for Education lawn signs to hold during the rally.

Everyone who attends the rally will also receive a Stand for Education rally scarf and other fun swag.

Program begins at 1 p.m.

The official program will run from 1 to 2 p.m. on the north side of the legislature building.

There will be inspiring speakers, great musicians and dynamic poets who will amplify the voices of teachers, parents and all those who are advocating for public education and the future of our children.

Hip-hop star Cadence Weapon (aka Rollie Pemberton) will make a special appearance. Hosting the event will be Dr. Carla Peck, a prominent champion of public education and co-winner of the ATA's 2022 Public Education Award. The program will also include an appearance by former Calgary mayor Naheed Nenshi, who will speak about the role of public education in his own life.

The coming weeks will see the announcement of other participants. Stay tuned to social media.



Carla Peck, rally host

Guidelines for attending the rally

- 1** The Alberta legislature grounds belong to everyone, and we will be judged by our actions. Please show respect by staying out of the flower beds and putting your litter in trash cans.
- 2** People will judge us by our behaviour and the slogans we display. Media naturally gravitate to the sensational; we don't need to deliver it to them. Please let good taste and common sense be your guides.
- 3** If media approach you, please remember that you are participating in an event organized for all Alberta teachers, parents, grandparents and community members, but you could easily be viewed as a spokesperson for all teachers.
- 4** We are professionals demonstrating our professional concern for the education of our students. If hecklers are present, please ignore them; don't stoop to their level.
- 5** If you spot an MLA at the rally, please treat them with courtesy and respect.
- 6** Remember to be respectful and professional when posting about the rally on social media. You can use the tag #standforeducation.
- 7** In order to accommodate all participants, private vehicles will not be allowed on the legislature grounds. Please help us move participants as quickly and efficiently as possible by leaving your private vehicle at one of the designated park-and-ride sites and taking a chartered Edmonton Transit bus.

RSVP TO ATTEND THE RALLY

Please visit www.standforeducation.ca and RSVP so ATA organizers know how many people to expect. It is very important that people sign up on this site as this will help us determine the appropriate number of buses and food trucks (as well as portable toilets).

Getting to the rally

Various ATA locals around the province are arranging charter buses to travel to Edmonton on Oct. 22.

Teachers and parents (with children) are welcome to sign up to ride on one of these buses by visiting the appropriate Eventbrite page.

- Calgary Catholic Teachers Local 55 www.eventbrite.ca/e/423865943447
- Calgary Public Teachers Local 38 www.eventbrite.ca/e/stand-for-public-education-rally-tickets-422924818517
- Other locals www.eventbrite.ca/e/stand-for-education-public-rally-charter-bus-registration-tickets-420534749757

Buses will arrive at the legislature between noon and 12:30 p.m.

There will be no parking available in downtown Edmonton, as there is an Oilers' hockey game taking place that same afternoon.

For attendees who live in the Edmonton area, or who will be driving themselves, free park-and-ride buses will leave for the rally from four Edmonton locations between 11:15 a.m. and 12:15 p.m. See the back page for a map and details.

How to prepare for an October rally in Alberta

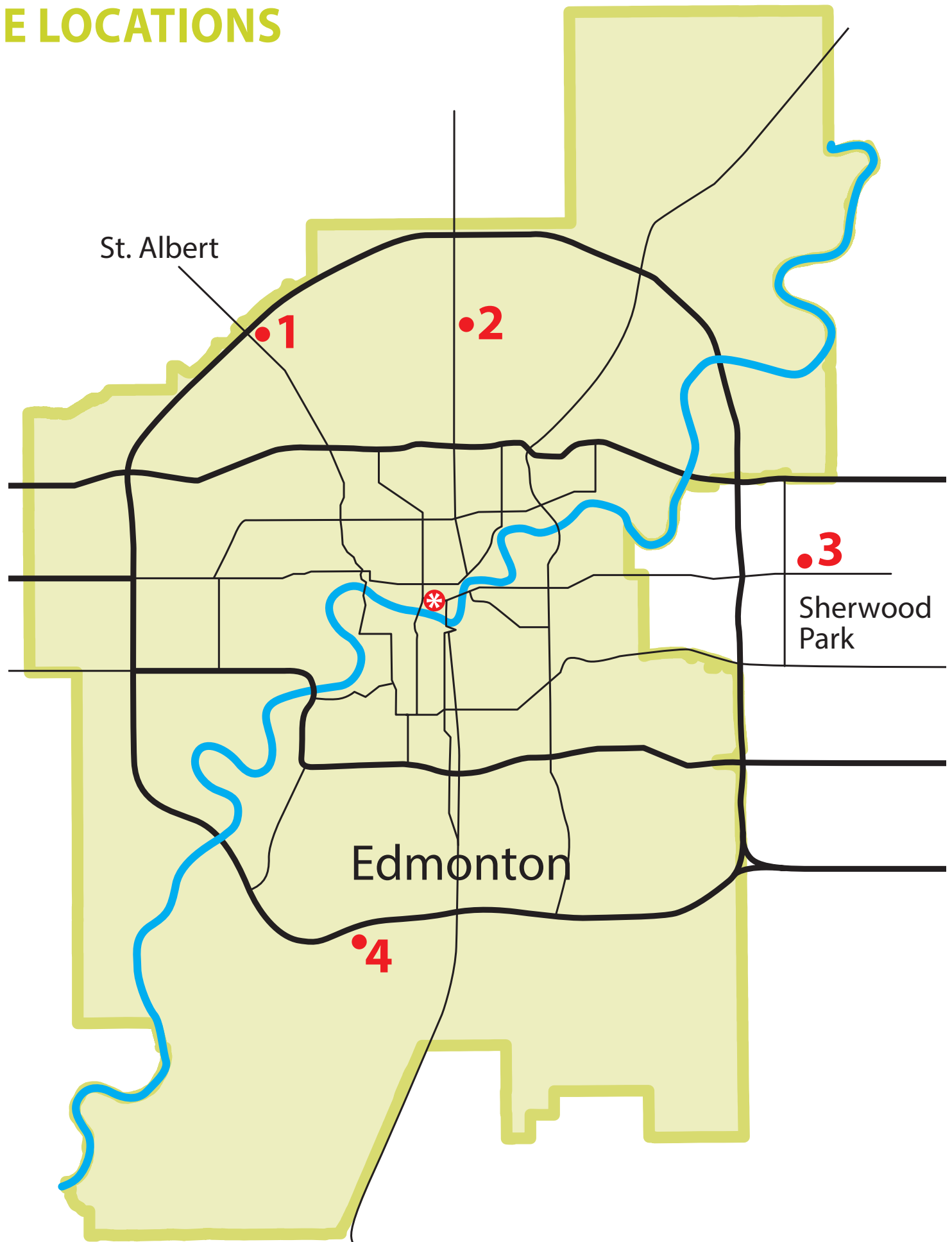


STAND FOR EDUCATION RALLY

Free park-and-ride buses will leave for the rally from four Edmonton-area locations between 11:15 a.m. and 12:15 p.m.

PARK-AND-RIDE LOCATIONS

- 1**
St. Albert/Edmonton
Naki Transit Centre
& Park and Ride
15520 Campbell Road
800 parking stalls
- 2**
Edmonton North
Eaux Claires
Transit Centre
97 Street and 157 Avenue
391 parking stalls
- 3**
Sherwood Park
Bethel Transit Terminal
650 Bethel Drive
1,000 parking stalls
- 4**
Edmonton South
Heritage Valley
Park and Ride
Ellerslie Road
and 127 Street
1100 parking stalls



NOTE: These will be the only park-and-ride locations offering free shuttle service directly to and from the rally.

Rally attendees from Edmonton and the surrounding area, or those who are driving to Edmonton from elsewhere in Alberta, are strongly encouraged to use these park-and-ride services.

- The Edmonton LRT will be undergoing scheduled track maintenance on the day of the rally and service will be reduced.
- Also, the Edmonton Oilers play a home game on the afternoon of the rally, meaning many downtown surface parking lots and parking garages will be full, and any spots that are available will likely be subject to event pricing. This will also make LRT service slower and busier than usual.