

16. The Azorean brand in Canada

Where the azoreans emigrate to, they leave their mark. And one of these marks is at the cultural level. In turn, they carry out cultural activities from their culture of origin, which is why it is possible to find in Canada several cultural events of Azorean culture, such as the cult of Senhor Santo Cristo dos Milagres, or the festivities of the Holy Spirit, as well as folklore groups, the written press in Portuguese language, as well as the relevance of several Azorean institutions and associations in Canada.

There are several Portuguese cultural associations in Canada, among which, in the specific case of Azorean culture, the Casas dos Açores stand out, and in Canada there are three (more than in the US, where there are two), namely the Casa dos Açores of Ontario, of Quebec, and of Winnipeg, in the province of Manitoba. All these associations, institutions, and the Portuguese-language press have proven to be fundamental in maintaining Azorean and Portuguese culture in Canada.

Last but not least, it is important to mention the person who is probably the best known Portuguese-Canadian in the world and even among the most recognized Canadian musical artists: the popstar, daughter of Azorean immigrants from the island of São Miguel, in British Columbia, Canada, Nelly Furtado.

Nelly Furtado was born in Victoria, in the Canadian province of British Columbia on December 2, 1978, and grew up in a working class Azorean family, where besides Portuguese music, she also listened to hip-hop, R&B, rock, pop and other music styles, and later learned to play the guitar and ukulele, and her future was clearly affirmed in the music world.

In 2010, Nelly Furtado's star was inducted into Canada's Walk of Fame, located on King St. West - South Side in the city of Toronto, in the pillar of excellence of arts and entertainment, and on February 28, 2014, Nelly Furtado was decorated by the President of the Republic, Cavaco Silva with the Commendation of the Order of Infante D. Henrique. Henrique, thus demonstrating the relevance of Nelly Furtado to the Azores and Portugal, an importance that is reciprocal, as Nelly indicates she is very proud of her origins.

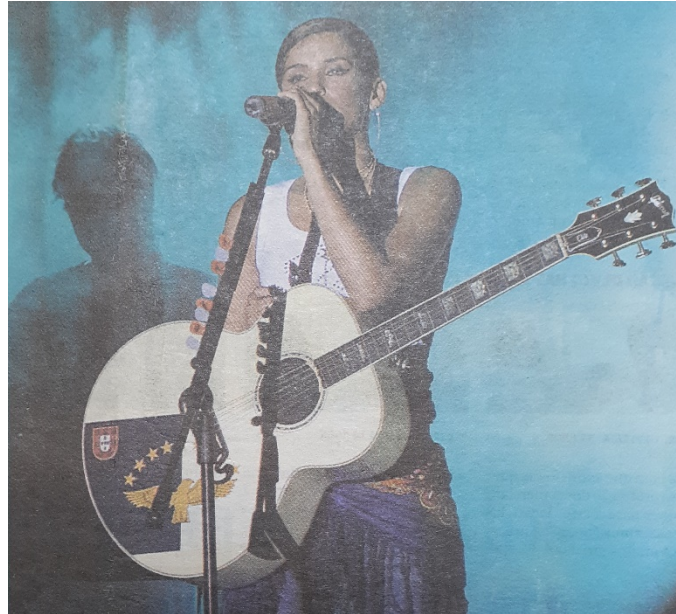


Figure: Nelly Furtado live at the Vila Franca do Campo playing field on August 14th, 2002, with her Gibson acoustic guitar bearing the flag of the Autonomous Region of the Azores.

Source: *Açoriano Oriental*: August, 16th, 2002.

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