



The Face of Edmonton was chosen by public vote in 2024 to be this co-created image named “Beaver in Bough”. It was designed by Edmonton River’s team in consultation with local Elders and Knowledge Keepers and tells a story.

From a distance an “e” is seen to be encircled by a red willow bough. These are used to form Sweat Lodges, and its seven leaves reflect the Sacred Teachings of Indigenous Peoples: Love, Respect, Honesty, Wisdom, Courage, Humility, and Truth, as represented by the Eagle, Buffalo, Giant, Beaver, Bear, Wolf, and Turtle, respectively.

The North Saskatchewan River transects the “e” and formed a verdant valley as the glaciers receded. This gave Indigenous Peoples an ancestral route for millennia and remains a gathering place for Edmontonians and visitors.

A beaver can be seen in the “e” shape. Its backbone is formed of the Cree syllabics that mean Beaver Hills House. This is the traditional name for this area, and leads to the ear, eye, nostrils and incisors on the top right. The four sets of three dots represent claws extending from the limbs, which are positioned on an arch representing a beaver hill.

The word Edmonton is written on the beaver tail and curls under the body with the first leaf bridging the two worlds.

Michael Overduin, Director, Edmonton River 