



**FOR IMMEDIATE RELEASE**

**The North West Company and Dreamcatcher Promotions provide northern communities with MMIWG2S red shirts**

**Funds raised for the Native Women's Association of Canada**

**WINNIPEG, MB, May 5, 2022** – The North West Company and Dreamcatcher Promotions have collaborated to raise support and awareness for MMIWG2S throughout northern Canada. The partnership provides northern and remote communities with an opportunity to purchase red T-shirts for the National Day of Awareness for Missing and Murdered Indigenous Women, Girls and Two-Spirit people. All proceeds from T-shirt sales will be donated to the Native Women's Association of Canada, a national Indigenous organization that enhances, promotes and fosters the social, economic and cultural well-being of First Nations, Métis and Inuit women, girls and gender-diverse people in Canada.

"This issue deeply affects our employees, customers and the communities served by our Northern and NorthMart stores," said Dan McConnell, President & CEO of The North West Company. "We want to do our part to help raise awareness, honour the murdered and missing and stand in solidarity with their families and friends."

Dreamcatcher Promotions is a 100% Indigenous owned and operated national promotions and apparel business. Its owner, Michelle Cameron, offered insight into the T-shirt design. "Red is a sacred colour that represents the hearts broken by the loss of our missing sisters," said Cameron. "The T-shirt design was created by a 14-year-old Indigenous teen whose family has suffered MMIWG loss. Having the T-shirt for sale at Northern and NorthMart means a lot to them and to us."

On May 5, North West's stores, warehouses and offices will also focus on the National Day of Awareness for Missing and Murdered Indigenous Women, Girls and Two-Spirit people by hosting a live-streamed MMIWG2S presentation and encouraging staff to wear red, reflect, share and learn.

"This is a time for us to acknowledge the pervasive, deliberate and tragic scope of gender-based violence against vulnerable Indigenous people, which is so often overlooked and underreported," said McConnell. "On May 5th, North West will stand among the grieving in honest reflection."



### **About Dreamcatcher Promotions**

Dreamcatcher Promotions is a 100% Indigenous owned and operated promotions and apparel business offering high quality assured service to customers from coast to coast. Dreamcatcher Promotions has been in operation since 2012 and is the only Indigenous owned promotional e-commerce site in Canada. They provide a variety of clothing and sports apparel with a wide range of styles, fabrics, colors, and sizes created by winning brands at competitive rates.

### **About The North West Company**

The North West Company is a retailer primarily serving rural communities in Canada and Alaska, as well as islands in the South Pacific and Caribbean. We are committed to helping our customers live well by bringing them the best products and services together with a tradition of community support. North West's Northern and NorthMart stores are the largest local private employer of Indigenous people in Canada, with close to 3,000 employees and an annual payroll exceeding \$65 million.

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Black Lake Northern Store Team shows their support for MMIWG2S and promotes Dreamcatcher Shirts

Photo: The North West Company



Rankin Inlet Northern Store display Dreamcatcher Shirts for sale

Photo: The North West Company