



**FOR IMMEDIATE RELEASE**

## **The North West Company and Dreamcatcher Promotions ensure northern communities have orange shirts**

### **Funds raised for the Orange Shirt Society**

**Winnipeg, MB, September 24, 2021** – Thanks to a partnership between The North West Company and Dreamcatcher Promotions, “Every Child Matters” orange T-shirts are available in northern and remote communities for the National Day for Truth and Reconciliation.

“Wearing orange is an important way to raise awareness,” said Dan McConnell, President & CEO of The North West Company, “and we wanted to do our part in making sure that everyone who wishes to participate has that opportunity. We have 121 Northern and NorthMart stores and an extensive logistics network. We’re grateful to Dreamcatcher for letting us put our resources to such a worthy cause.”

Dreamcatcher Promotions, a 100% Indigenous owned and operated promotions and apparel business, has a personal connection to residential school survivors and is passionate about Orange Shirt Day.

“It is so great to partner with The North West Company on this initiative,” said Michelle Cameron, Owner of Dreamcatcher Promotions. “As an Indigenous business owner, it has been an honour to supply ‘Every Child Matters’ shirts to individuals from coast to coast as they pause and reflect on the legacy of residential schools. Having our shirts in Northern and NorthMart stores is going to help even more people participate this year.”

As well as raising awareness, the T-shirts will be raising funds for charity. All profit from every T-shirt sold will be donated to the Orange Shirt Society, along with a matching funds donation by The North West Company.

The North West Company will also recognize the National Day for Truth and Reconciliation by hosting a presentation by a residential school survivor, encouraging staff to reflect and wear orange and lowering flags to half-mast on September 30<sup>th</sup>.

“This is a time for honest conversations and deep reflection,” said McConnell. “On September 30<sup>th</sup>, North West will stand among those honouring residential schools survivors, those who did not come home and all those harmed by this dark chapter in our shared history.”

As a community partner to over 175,000 northern Indigenous Peoples in Canada, North West commits to advocating for truth and understanding about our collective past.



### **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 better 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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Exclusive T-shirt design by



DREAMCATCHER PROMOTIONS

Northern

# ORANGE SHIRT DAY T-SHIRTS FOR SALE

ALL PROFITS donated to ORANGE SHIRT SOCIETY



Dreamcatcher/North West 2021 Orange Shirt Day

Photo: The North West Company



Kugluktuk Northern Store Team Promotes Dreamcatcher Shirts

Photo: The North West Company