



The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and the Caribbean.

NEWS RELEASE - FOR IMMEDIATE RELEASE

The North West Company and Dreamcatcher Promotions Mark Five-Year Partnership Advancing Reconciliation and Indigenous Economic Inclusion

Winnipeg, MB – Sept 24, 2026 – The North West Company (“North West”) and Dreamcatcher Promotions are celebrating five years of partnership dedicated to supporting reconciliation, Indigenous economic inclusion and awareness initiatives across northern Canada.

Since 2021, Dreamcatcher Promotions has been North West's exclusive supplier of apparel for its annual Orange Shirt Day campaign. Together, the organizations have helped make commemorative apparel accessible in northern and remote communities while supporting an Indigenous-owned business.

"Our partnership with Dreamcatcher Promotions is a fantastic example of how reconciliation can be supported through meaningful business relationships," said Jim Caldwell, President, Canadian Retail. "By working with an Indigenous-owned supplier, we're making it easier for customers in northern communities to participate in important awareness initiatives while supporting economic opportunities."

More than 29,000 orange shirts have been distributed and sold through North West's network of stores across northern Canada. Since 2021, proceeds from the sales have been donated by North West to the Orange Shirt Society and the National Centre for Truth and Reconciliation. To date, over \$176,000 has gone towards funding charities that support educating children and youth about residential schools.

Beyond the Orange Shirt Day initiative, the partnership with Dreamcatcher has also led to an expanded assortment of Indigenous products in North West locations across northern Canada. Today, Dreamcatcher Promotion's INAC Indigenous apparel and merchandise are available in 76 stores.

Dreamcatcher Promotions has also become North West's leading supplier of its Town Name Apparel Program, which has received strong support from communities and led to the expansion of the Gift Shop Apparel program, now reaching 125 stores.

"When I look back on the past five years, I feel an incredible sense of pride and gratitude," said Michelle Cameron, Owner, Dreamcatcher Promotions. "What started as an opportunity for a small Indigenous-owned company became a partnership that helped

us grow in ways I could only have dreamed of. The North West Company believed in us, supported our vision and helped bring our products into Indigenous communities across Canada—including places that mean so much to the people we design for."

"As an Indigenous woman and entrepreneur, that is deeply personal to me, Cameron added. "This partnership has never just been about selling apparel; it has been about representation, creating opportunity and showing what is possible when Indigenous businesses are given a seat at the table. Five years later, I'm so proud of what we've built together, and even more excited about where we can go from here."

"Dreamcatcher Promotions has been an important partner in helping us deliver our commitment to reconciliation in a tangible way," said Caldwell. "As we approach the National Day for Truth and Reconciliation, we recognize that education, reflection and action are ongoing responsibilities. We're proud of what we've accomplished together over the past five years and look forward to continuing this work."

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About The North West Company

The North West Company is a leading retailer of food and everyday products and services to northern rural communities across Canada. The North West Company operates the trading names Northern, NorthMart, Giant Tiger, Solo Market, Quickstop, Valu Lots, and NWC Motorsports.

About Dreamcatcher Promotions

Dreamcatcher Promotions is a 100% Indigenous-owned and operated promotions and apparel business offering high-quality products and service to customers from coast to coast. Established in 2012, Dreamcatcher Promotions is Canada's only Indigenous-owned promotional e-commerce company, providing a wide range of apparel and promotional products while supporting Indigenous entrepreneurship and economic development.

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