



FOR IMMEDIATE RELEASE

The North West Company and Dreamcatcher Promotions partner to provide orange shirts to northern communities

All proceeds to the National Centre for Truth and Reconciliation

Winnipeg, MB, September 28, 2022 – Once again, communities across Canada’s north will be able to mark the National Day for Truth and Reconciliation by wearing orange “Every Child Matters” shirts designed and produced by Dreamcatcher Promotions and distributed through Northern and NorthMart stores.

“We are proud to be a major service provider to Indigenous people across northern Canada,” says Dan McConnell, President & CEO of The North West Company, “and it’s important that we align our values with the communities we serve. Providing orange shirts is a tangible action we can take to honour residential school survivors and demonstrate our full commitment to truth and reconciliation. We’re grateful to Dreamcatcher and the communities for inviting us to participate.”

This year’s orange shirt was designed collaboratively by Dreamcatcher staff. Called “Home Fire,” it signifies the return of the children to their homes, their communities and their home fires. “We honour the survivors who made it back and walk with the little ones who continue to be found and guide their spirits back to their home fire,” says Michelle Cameron, owner of Dreamcatcher Promotions, an Indigenous-owned and operated apparel business.

North West will present all profit from T-shirt sales plus a matching funds donation to the National Centre for Truth and Reconciliation to sponsor their Truth and Reconciliation Week 2022 and support the Remembering the Children Program, a free education program for children and youth, grades 1 – 12.

Throughout the week, North West staff are being given the time to reflect and recognize the children harmed through the residential school system. All are also encouraged to wear orange and attend a variety of presentations and information sessions about both the residential school system and North West’s role in reconciliation.

“Reconciliation requires partnership,” says Stephanie Scott, Executive Director, National Centre for Truth and Reconciliation, “and everyone has a role to play. We are grateful to the North West Company for helping to make Truth and Reconciliation Week possible this year so that people across the country can hear the truth, listen to Survivors, and learn how they can be part of reconciliation.”

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 one of the largest local private employers of Indigenous people in Canada.

About the National Centre for Truth and Reconciliation

The NCTR was created as part of the mandate of the Truth and Reconciliation Commission of Canada (TRC). The TRC was charged to listen to Survivors, their families, communities and others affected by the residential school system and educate Canadians about their experiences. The resulting collection of statements, documents and other materials now forms the sacred heart of the NCTR.

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National Centre for Truth and Reconciliation

University of Manitoba

<https://nctr.ca/>



Staff in Rossville, MB show their display of Dreamcatcher orange shirts
Photo: The North West Company



North West employees wearing orange shirts in Winnipeg, MB
Photo: The North West Company