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Ka Ni Kanichihk Inc.
"those who lead"

FOR IMMEDIATE RELEASE

The North West Company and Dreamcatcher Promotions made available MMIWG2S red shirts to northern communities

Funds raised for Ka Ni Kanichihk Inc.

Winnipeg, MB, May 5, 2023 – The North West Company and Dreamcatcher Promotions have come together for a second year to raise support and awareness for the National Day of Awareness for Missing and Murdered Indigenous Women, Girls and Two-Spirit People by providing communities across northern Canada with the opportunity to purchase “No More Stolen Sisters” red t-shirts and mugs.

“Small acts lead to big changes. We want to do our part to help raise awareness to end this crisis,” said Dan McConnell, President & CEO of The North West Company. “It’s important to all of us at North West to honour the murdered and missing and stand in solidarity with their families, friends and communities.”

Dreamcatcher Promotions, a 100% Indigenous owned and operated national promotions and apparel business, have created a new shirt design for 2023, as part of their mission to promote the work of Indigenous artists. This design has been available on red t-shirts and mugs at Northern and NorthMart stores throughout April and early May.

“It is great to partner with The North West Company on this initiative,” said Michelle Cameron, Owner of Dreamcatcher Promotions. “Making “No More Stolen Sisters” shirts and mugs available to everyone from coast to coast is crucial to raising awareness of this ongoing issue.”

This year, all profits from sales are being donated to Ka Ni Kanichihk Inc., an organization offering social justice and social support programs, and providing education, training and healing programs grounded in traditional knowledge and trauma informed practices to Indigenous people and community members from different walks of life.

“Ka Ni Kanichihk’s Cultural and Wellness organization is a centrally located, Indigenous-led space with access to a wide range of culture-based programs and services, all under one roof. Addressing the needs of women, youth, vulnerable populations, transition services, outreach and community wellness will accelerate healing, equity, access and inclusion for more urban Indigenous people”, said Dodie Jordaan, Executive Director of Ka Ni Kanichihk. “Our organization supports the journeys of Indigenous people at risk of not being able to participate fully in our community. There’s tremendous strength in working together, and this support and partnership makes such a difference.”

North West is also focused on promoting MMIWG2S awareness internally by offering live and virtual presentations and learning sessions with Indigenous leaders. On May 5, their store, warehouse and office staff are also encouraged to wear red, reflect, share and learn.

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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 leading retailer to rural and developing small population communities in northern Canada, rural Alaska, the South Pacific islands and the 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.

About Ka Ni Kanichihk

Ka Ni Kanichihk is an organization that provides a number of Indigenous led prevention and intervention programs that help children, youth, women, men and families heal, succeed and become leaders. Ka Ni Kanichihk was established in 2001 by visionary community leaders and Elders who understood that Indigenous-designed and led programs and services are essential for bringing about meaningful social transformation and helping more than 20,000 Indigenous people living in Winnipeg change their lives.

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Buffalo Narrow Northern Store display Dreamcatcher Promotions shirts for sale.

Photo: The North West Company