



FOR IMMEDIATE RELEASE

The North West Company joins forces with Dreamcatcher Promotions to supply orange shirts to the North

Winnipeg, MB, September 23, 2021 – Northern and NorthMart have made “Every Child Matters” orange T-shirts available to northern communities across Canada for the National Day for Truth and Reconciliation, thanks to a partnership between The North West Company and Dreamcatcher Promotions.

T-shirts supplied by Dreamcatcher Promotions are available for sale in all Northern and NorthMart stores, with all proceeds being donated to the Orange Shirt Society. With the recent shortage of orange shirts across North America, this initiative ensures that residents of northern and remote communities who wish to participate have the opportunity to join in raising awareness of this important cause.

“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 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.”

In addition to this T-shirt partnership and donation, The North West Company will recognize the National Day for Truth and Reconciliation by hosting a presentation by a residential school survivor, encouraging staff to reflect and wear orange, lowering flags to half-mast on September 30th.

“We’re grateful that our partnership with Dreamcatcher Promotions allowed us to provide meaningful, Indigenous-designed orange shirts through our Northern and NorthMart stores,” said Dan McConnell, President & CEO of The North West Company. “This is a time for us to join the communities we serve in reflecting on the experiences and legacy of residential schools. We think of the little ones who did not come home, but who have, this year, awakened the awareness of a nation. The courage of survivors and all those harmed inspires us, and we share in the dream of a world that treasures every child.”

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



Northern

ORANGE SHIRT DAY T-SHIRTS FOR SALE

ALL PROFITS donated to ORANGE SHIRT SOCIETY

