



INDIGENOUS PROUD

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For Immediate Release

Indigenous Proud Announces Walmart Canada Orange Shirt Collaboration

Naut'sa mawt Resources Group is announcing a collaboration between Indigenous Proud and Walmart Canada for September 30 for Orange Shirt Day, which is also known as Canada's National Day for Truth and Reconciliation.

The Indigenous Proud label is a new brand from Naut'sa mawt Resources Group that supports Indigenous-led efforts to recover, reclaim, and revitalize Indigenous culture, language, and arts. In June 2022, Walmart Canada began a collaboration with Indigenous Proud in the spirit of reconciliation to increase Indigenous representation across their company. Walmart featured T-shirts and hoodies online and in stores across Canada with designs by artist Bayja Morgan-Banke from Toquaht, Nuu-chah-nulth Nation, and Secwepemc (Shuswap) Nation, and artist Kory Parkin of Kenhtè:ke (Tyendinaga) Mohawk Territory.

Naut'sa mawt Resources Group is honoured to announce that Walmart Canada will be carrying Indigenous Proud T-shirts for Orange Shirt Day 2022 with art by Timothy Foster of Gitksan from the house of Niisto in the Lax Seel clan. Orange shirts will be available at Walmart Canada stores and online at [Walmart.ca](https://www.walmart.ca) until September 30, 2022. For each shirt sold, 100% of the profits will go to [Orange Shirt Society](https://www.orange-shirt-society.com) to support the important work they do in raising awareness about the lasting effects of residential schools.

Timothy states, "I am honoured to have my work used to bring such a broad awareness to every child matters for Orange Shirt Day. The parent orca with its young represents the beautiful connections we all have with our children and the unmeasurable protection and love we have for them. With the continued finds of grave sites throughout Turtle Island, I believe bringing continued awareness to the heartbreaking finds is necessary as we mourn our ancestors with the surviving families."