



**INDIGENOUS PROUD**

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For Immediate Release

### **Indigenous Proud clothing line now exclusively available at Walmart Canada**

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. We have been facilitating Indigenous artist programs for four years with our annual Orange and Pink Shirt Campaigns and have been working to launch a clothing brand to coincide with Indigenous History Month in June of 2022.

"When Walmart Canada contacted us to support their Indigenous reconciliation initiatives, we formed a trusted relationship." said Kelly Landry, CEO, Naut'sa mawt Resources Group. "We approached them to collaborate with us to explore ways to elevate Indigenous artists across Turtle Island. We are pleased to announce that Walmart Canada will be carrying our Indigenous Proud brand exclusively in stores across Canada."

"We are very happy to collaborate with the Indigenous Proud brand to be their exclusive retailer across 250 stores and online at Walmart.ca" said Marlise Wilson, Senior Director, Apparel Merchandising, Walmart Canada. "We are thrilled to work with an Indigenous-owned brand that promotes Indigenous artists, culture and storytelling. This is one of the ways we are using our size and scale to build trust, economic growth and reconciliation with Indigenous businesses."

Our first two artists featured in the Indigenous Proud brand are Bayja Morgan-Banke and Kory Parkin.

Bayja Morgan-Banke is a Toquaht / Secwépemc (Shuswap) artist born and raised in Tofino, British Columbia, now living in Victoria. Bayja grew up in an artistically talented family that nurtured her creativity, from her father's wood carving to her grandmother's wide variety of artistic talents, including painting, drawing, and music.

Kory Parkin is a Kanyen'kéha (Mohawk) artist who grew up in the small Mohawk Community of Kenhtè:ke (Tyendinaga) Mohawk Territory in Ontario. Kory is grateful for a loving family who has always supported his creativity and continues to be his inspiration, including his new son, Griffin.

Indigenous Proud looks forward to working Naut'sa mawt (together as one) with Walmart Canada.