Nishnawbe Aski Nation
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NEWS RELEASE

Tuesday March 13, 2007 **FOR IMMEDIATE RELEASE**

NAN AND CHAMBER PROMOTE STICKER CAMPAIGN

THUNDER BAY: Nishnawbe Aski Nation (NAN) Grand Chief Stan Beardy together with Thunder Bay Chamber of Commerce President Mary Long-Irwin re-launched a sticker campaign promoting acceptance of First Nation participation in the business community of Thunder Bay during a news conference at Intercity Shopping Centre today.

"It's our intent the decals will make Aboriginal people feel welcome at businesses and establishments, especially during March Break when more of our people may be visiting friends or family within the city," said NAN Grand Chief Stan Beardy. "By displaying decals, local retailers can send a strong positive message welcoming those with status cards to shop in their stores, contributing to the overall economy of Thunder Bay."

The stickers which read "Status Cards Welcome" were first introduced in Thunder Bay in 2003 after a Diversity Thunder Bay report stating some local retailers weren't sure what status cards were or how to ask for them appropriately. That year and again in December 2005, Thunder Bay Chamber of Commerce in coordination with NAN provided customer training courses for retailers and developed, distributed, and promoted the decals.

"We thought we'd reintroduce the stickers to remind retailers of the importance of customer service, that regional customers need to be treated like any other customer, and that status cards should be welcomed just like any other card, like VISA or Mastercard," said Thunder Bay Chamber of Commerce President Mary Long-Irwin. "At the Chamber we believe that any customer to Thunder Bay is a plus for our business community, especially when they have a good experience and go back to tell others. We value our regional customers and the stickers are a stepping stone to showing that."

"Status Cards Welcome" stickers are available at Thunder Bay Chamber of Commerce and Nishnawbe Aski Nation.

Nishnawbe Aski Nation is an Aboriginal political organization representing 49 First Nation communities within James Bay Treaty 9 and Ontario First Nations part of Treaty 5 – an area spanning two-thirds of Ontario with a total approximate population of 45,000 members on and off reserve.

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