



## Press Release

### For Immediate Release

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#### **Native Threads™ Announces Sponsorship of APTN's 2011 Aboriginal Day Live Celebration**

Valley Center, CA and Winnipeg, MB, CAN - May 31, 2011 - Native Threads™, Indian Country's premier apparel brand, announces a major partnership with Aboriginal People's Television Network to sponsor and promote the Aboriginal Day Live celebration scheduled for June 18th, 2011 in Winnipeg, MB Canada.

"The collaboration will allow Native Threads to broaden our marketing presence in Canada which will drive sales growth and tie us to a very reputable partner in APTN." Says Native Threads' President, Randy Bardwell. "This is the beginning of what both APTN and Native Threads see as a mutually beneficial, long term partnership."

#### **About APTN Aboriginal Day Live**

Each year since 2007 Aboriginal Peoples Television Network (APTN) has staged the biggest celebration of National Aboriginal Day in Canada, hosting a live, nationally televised concert featuring some of the best Aboriginal talent in North America. Known as *Aboriginal Day Live*, the concert event has now evolved to include a full day festival celebrating the culture and diversity of First Nations, Inuit and Métis Peoples.

APTN's 2011 Aboriginal Day celebrations will take place in Winnipeg on Saturday, June 18<sup>th</sup> at The Forks site, starting with the Aboriginal Day Festival from 11 am to 8 p.m.. The festival will feature an Aboriginal Market Place, Healthy Living Zone, storytelling, dancing events, traditional foods and more.

The *Aboriginal Day Live* concert event will begin at 8 p.m. CT at the site, hosted by Don Kelly, Plex and Chantelle with featured artists Lil Pappie, Dey & Nite, Red Power Squad, Elisapie

Isaac, Winnipeg's Most, Derek Miller, William Prince, Andrea Menard, Ray St. Germain & friends and the Aboriginal School of Dance. *Aboriginal Day Live 2011* broadcasts live on APTN and APTN HD June 18th from 8 p.m. to 11:30 p.m. CT.

For more information please see the APTN Aboriginal Day Live website at [aboriginaldaylive.com](http://aboriginaldaylive.com)

### **About Native Threads™**

Native Threads™ exists to celebrate and preserve native cultures by creating inspired apparel designs, advocating social and environmental issues, and fostering international goodwill and prosperity for our business partners. Buy our products online at [store.nativethreads.com](http://store.nativethreads.com).