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TRUE CALLING CANADA AND INDIGENOUS WORKS PARTNER ON NEW INDIGENOUS STORYTELLING INITIATIVE

SASKATOON— Vancouver media company True Calling Canada and Indigenous Works are working together to promote Indigenous success through a new storytelling initiative which debuted across Canada this June. A series of five short videos, chronicling the lives of Indigenous people who have found purpose in their work, details the key ingredients of their success.

“Documenting the Indigenous stories for True Calling took us from the West Coast to the far North, the East Coast, and to rural and urban places. What resonated in each story was connection to land and connection to people,” says True Calling Producer Fraser McKeen. “It has been a humbling experience. We are grateful to the individuals who have shared their personal journeys with us.”

A team of filmmakers, writers, and artists, True Calling is dedicated to sharing stories of those who love what they do, in hope of inspiring positive change in society. The company seeks to represent the diversity of individuals at each stage in their respective career journeys. With the average person spending 90,360 hours of their life working, True Calling Canada aims to inspire meaningful work and fulfilment in life through their platform, truecallingcanada.com.

“We are pleased to work with True Calling Canada to give recognition to the stories of Indigenous resilience,” says Indigenous Works President & CEO Kelly Lendsay. Adding, “New ways of doing business are being created by young Indigenous people, we honour their new ideas, forward momentum and cultural pride.”

Indigenous Works was established in 1998 as the Aboriginal Human Resource Council. Over the past 19 years, Indigenous Works has built human resource strategies and inclusive workplaces, including the Inclusion Continuum, a 7-stage roadmap to become a workplace of choice for Indigenous people and the new Partnership Model, a 7-stage road map to become a partner of choice.

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For more information or stills, please contact Harmony Redsky, Director of Community Outreach & Strategic Initiatives at (807)464-2929 or Sarah Chapman at True Calling Canada at (604) 569-3789.