



For Immediate Release

Anishinabek Nation launches YouTube Channel

UOI OFFICES (July 26, 2011) – The Anishinabek Nation has launched a YouTube channel to better inform its citizens about the issues affecting the Anishinabek territory.

Walter Manitowabi, Chief Operating Officer for the Union of Ontario Indians, says that this is a giant step forward for the communications reach of the nation.

“We can reach so many people with videos,” says Manitowabi. “We have our newspaper, the Anishinabek News, our Facebook fanpages, and Twitter. These media streams will be enhanced by video content on YouTube.”

The newest videos posted are of Grand Council Chief Patrick Madahbee and Deputy Grand Council Chief Glen Hare providing “state of the nation” addresses as well as updates on the ongoing PST point-of-sale exemption situation.

“We are still having problems with retailers and take-out food providers not honouring our point-of-sale tax exemption,” says Manitowabi. “Our videos give good information on what to do with receipts and how to get help – both in English and Anishinaabemowin.”

The Union of Ontario Indians communications unit will be also supplying radio stations with newsfeed in the fall.

“We are taking the steps to ensure that we are getting our messages out there,” added Manitowabi.

To view Anishinabek Nation’s videos, visit <http://www.youtube.com/user/AnishinabekNation>

The Anishinabek Nation established the Union of Ontario Indians as its secretariat in 1949. The UOI is a political advocate for 39 member communities across Ontario, representing approximately 55,000 people. The Union of Ontario Indians is the oldest political organization in Ontario and can trace its roots back to the Confederacy of Three Fires, which existed long before European contact.

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