



DJ KWE LEADS WITH NATIVE PRIDE AND INSPIRATION COAST TO COAST

From this day forward, DJ Kwe will be wearing **Native Pride** on the outside, thanks to a partnership with NativeWear. Inspiration and Native Pride have no boundaries, making this east-meets-west partnership strong.

Hailing from the West Coast, **DJ Kwe is the CEO** of Urban Indian Productions (UIP), a multimedia facility designed to distribute inspirational products and services to the Native Community of Canada. UIP has been created to contribute to the sustainability of Aboriginal culture in Canada by providing multimedia services to artists, healers, elders, and business visionaries who want to record their teachings, stories, music or events through sound and design.

Maggie Dana's Passamaquoddy **NativeWear** clothing line (www.mynativewear.com) features the designs of East Coast Native artists. Says Maggie, "Being proud is just the beginning...Cultural identity is everything." Not coincidentally, the logo emblazoned on many of their designs is "Native Pride."

DJ Kwe and Maggie Dana are more than survivors. They are **role models**, turning their struggles into inspiration for others. No wonder the two support each other in their endeavors. With music and clothing being primary ways of expressing one's identity today, these strong Native women are lighting the path for their peers and future generations. And strong Native women know that creativity and support are essential to success.

DJ Kwe will be proudly displaying NativeWear designs as she spins diverse musical selections in front of thousands at upcoming events, such as the 14th annual National Aboriginal Achievement Awards gala (www.naaf.ca).

According to Kwe, "Embracing balance that brings traditional treasures to contemporary measures gives life a whole new meaning." Prairie Sage Buffalo "DJ" Kwe was selected to represent the Nation of Canada in a battle of DJs from Canada, the USA, and the UK and captured the WIN. Sponsored by those who believe in her, she continues to tour Canada for youth involvement in the **Wax Warriors** movement. The Wax Warriors movement represents hundreds of youth who take their battles out on the decks (turntables) musically.

In 2006, DJ Kwe released her first full length CD "**The Electronic Drum**", fusing Aboriginal singing and drumming with house music. "My music is dedicated to the inspiration of youth, young-at-heart and all spirits out there that are struggling," says Kwe. DJ Kwe is a radio show host, published writer, awarded DJ and respected youth advocate based in Vancouver, B.C.

DJ Kwe has not only harnessed her skills as an artist, but she is also launching her business to contribute to the solidarity and self reliance of her community. It is that **entrepreneurial** path she has chosen that will foster her analytical and artistic skills into one caring corporate culture. Over 50,000 people worldwide have been inspired to be all they can by Urban Indian Productions and through them they have impacted the hearts and minds of millions more.

EMAIL: info@urbanindianproductions.com

WEBSITE: www.urbanindianproductions.com

