

Secwepemc News

Send your Advertising Message to the people of the SHUSWAP NATION

Secwepemc (pronounced 'Sa kwep mc') **News** is a reader-friendly, informative publication serving the people and communities of the Shuswap Nation. The Secwepemc Cultural Education Society and the Shuswap Nation Tribal Council publish it monthly.

Since moving to a free distribution system in 1999, the paper's readership and circulation has increased dramatically – from 2,100 readers in 1998, to 3,500 in early 1999. During the 1999/2000 fiscal years we increased our circulation yet again to 4,500. Only to find that in the year 2001 the distribution went up to 5,000 and since September 2001, up to 5,500. Our August issue has an added 1,000 copies going to out to all the Pow Wows in Secwepemc territory.

Secwepemc News is available for free pickup at a growing number of depots and news stands – band offices, stores, gas stations, restaurants, friendship centers, schools and learning centers, tribal councils, Secwepemc gatherings, and the offices of many First Nations organizations.

Secwepemc News reaches twice as many people as it did five years ago, yet our **advertising rates are better** than ever. We now offer **significant discounts to frequent advertisers** and there is no extra charge to design and produce your ad.

Bulk discounts rates make it more economical to keep your advertising message current – by highlighting upcoming specials, sales or events – to attract ongoing reader interest.

Within our pages we discuss issues of interest and concern to the people and communities of the Secwepemc Nation, and cover current events through stories and photographs.

With all its growth and improvements, Sec-

wepemc News is, more than ever, an excellent communication vehicle to send your message out to the Secwepemc people, other First Nations people living in Shuswap country, and non-Native readers who like to keep current with local First Nations issues by reading Secwepemc News.

Secwepemc people READ Secwepemc News

The Shuswap Nation is comprised of 17 bands situated in the southern interior of BC. In terms of traditional land base and population, the Secwepemc is one of the largest First Nations groups in the province. Traditional lands occupy 105,00 square miles (or about 18 percent of the total area of BC.) and the total population is just under 7,000 people.

Secwepemc people contribute millions of dollars to the economy of BC's Interior each year. In 1998, nine of the Nation's 17 band spent \$160 million in the city of Kamloops alone. The communities of Williams Lake, Enderby, Barriere, Cache Creek, Savona, Chase, Salmon Arm, Invermere - and all points in between - also benefit from the significant spending power of Secwepemc people.

If you have a message for the people of the Shuswap Nation, you will reach your audience through Secwepemc News. For more information on our rates and production services, please contact Advertising Reps at 250-828-9783 or E-mail to communic@secwepemc.org

The voice of the SHUSWAP NATION

- **CSTÁLEN**
ADAMS LAKE
- **ST'UXWTÉWS**
BONAPARTE
- **TSQ'ÉSCEN** CANIM
LAKE
- **STSWÉCEMC/
XGÉT'TEM'**
CANOE CREEK /
DOG CREEK
- **ESK'ÉT**
ALKALI LAKE
- **LLENLLENÉY'TEN**
HIGH BAR
- **TK'EMLÚPS** KAM-
LOOPS
- **QW7EWT**
LITTLE SHUSWAP
- **SK'ATSIN** NESKON-
LITH
- **SIMPCW** NORTH
THOMPSON
- **TSK'WÉYLECW**
PAVILION
- **KENPÉSQT'** SHUS-
WAP
- **SKÍTSESTN**
SKEETCHESTN
- **XATS'ÚLL**
SODA CREEK
- **SPLATSIN** SPALLUM-
CHEEN
- **T'ÉXELC** WIL-
LIAMS LAKE
- **STIL'QW/PELLT'ÍQ'T**
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