



FOR IMMEDIATE RELEASE

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In Celebration of Women's History Month: Native Women Lead and New Mexico Indian Affairs Department Partner for Fair Trade Initiative

ALBUQUERQUE, NM - In 2021 and 2022, the New Mexico Indian Affairs Department (IAD) partnered with Native Women Lead (NWL) to invest \$60,000 into Native women and their businesses through the NWL Fair Trade Initiative. IAD will also be sponsoring the NWL Spring 2022 BEWE Box, which will be available for purchase in April.

"Governor Lujan Grisham's Administration is committed to investing in and supporting Native women entrepreneurs," said IAD Cabinet Secretary Lynn Trujillo. "The Department is grateful for its partnership with Native Women Lead and will continue to honor and elevate the role Native women embody as providers for their families and communities."

Over the last two years, the NWL Fair Trade Initiative has invested in 20 Native and women-owned businesses by providing direct investment through the purchase of products, providing fair and timely compensation, promoting their businesses through the NWL website, social media platforms and events, providing low-interest, non-harmful access to capital through the Matriarch Funds, and holistic, culturally relevant wrap-around business support and technical assistance.

In addition to supporting the NWL Fair Trade Initiative, the NM Indian Affairs Department is also investing in the development of a Native Women's Business & Resource Directory which Native Women Lead will develop in 2022 to be shared with the community to amplify and encourage working with Native women owned businesses.

"We appreciate the support, partnership and advocacy from Secretary Trujillo and the NM Indian Affairs Department and for their investment in Native women entrepreneurs who are revolutionizing systems and uplifting our communities in so many ways," said NWL Co-Director Alicia Ortega.

Our BEWE core values as an organization recognize that Indigenous women are the **B**ackbones of our communities, **E**merging as entrepreneurs and leaders, **W**eaving our ideas, community, resources and culture together to **E**mpower one another to manifest change. To learn more about Native Women Lead, please visit our website at nativewomenlead.org.

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