



Theme: ANNIVERSARY

Objective: To find a gift that would thank those important in reaching this Anniversary and that tied in well with the culture of this organization and event.

Product selected: Trail Series Wool blanket in navy. Item # 10006

Solution: It was the 30th anniversary of the creation of the Cree School Board, a Quebec Northern Indian organization. It was also the 30th anniversary for all the major Cree organizations of Quebec, a historic date for them.



A gift was needed that had a high perceived value to complement this achievement and would be used and enjoyed for many years to come. The durability of Kanata's Trail Series wool blanket means that the recipients will be reminded of their important involvement for a long time. Plus blankets are a traditional gift in Native Indian culture and these were presented in birch boxes or deluxe wood boxes to enhance their value. Given at the celebration ceremonies to the Grand chief, chiefs of the Cree bands and other people that had made all the progress of this organization possible.

Results: Everyone loved the blankets.