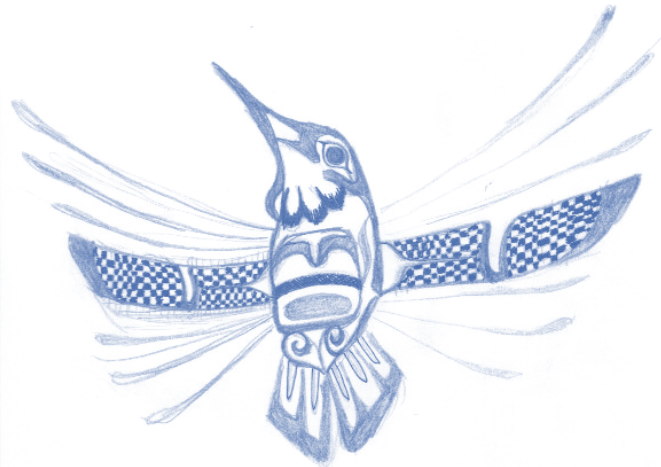


A SPECIAL POTLACH GIFT FOR YOU



A **POTLACH** is a gift-giving feast practiced by indigenous peoples of the Pacific Northwest Coast of Canada and the United States.

Traditionally, **POTLACH** involved giving away a valuable item as a way of distributing wealth and supporting those in need. Potlatches are also focused on the reaffirmation of family, clan, and international connections, and the human connection with the supernatural world.

A **POTLACH** was traditionally held on the occasion of births, weddings, deaths and other special occasions. The essence of **POTLACH** ceremony was for someone to give away an item of very special significance. The monetary value of the item is less important than its spiritual significance. The concept of **POTLACH** emphasizes that we do not possess material items forever and that, by giving an item of significance away to a special person, the spiritual story behind the physical item becomes the real treasure.

The word, **POTLACH** comes from Chinook language, meaning "to give away" or "a gift."

