

FOR IMMEDIATE RELEASE

Animikii Launches Annual Interactive 'Social Impact' Report

COAST SALISH TERRITORY, (February 8, 2017) – Canada's leading Indigenous digital agency, Animikii Inc., released its first annual Social Impact Report today. The report provides a behind-the-scenes look at Animikii's 2016 efforts to give back to Indigenous Communities. The report specifically outlines the monetary support and volunteer activities that the organization undertook throughout 2016. It provides in-depth context around Animikii's social impact strategy and outlines the company's social goals moving into 2017.

While Animikii is a for-profit organization, in 2016 it provided nearly **\$5,000 in direct sponsorships and scholarships**, and provided over **\$30,000 in volunteer and pro-bono services**. The Animikii team worked with 34 customers across industry lines and participated in 12 Community events. The organization's Social Impact Report provides details and summaries on all of these types of socially-focused activities and more.

"I strongly believe that entrepreneurs can use business as a force for good." says **Jeff Ward, CEO and founder of Animikii**. "What's most intriguing to me is that most Indigenous entrepreneurs I meet already have some level of social impact baked into the way they run their business." Ward continued, "One of our goals in releasing this report is to inspire other Indigenous businesses to share the good work they are already doing."

One of Animikii's stated organizational goals is to **drive positive change for Indigenous peoples and to foster Reconciliation through technology across Turtle Island**. Animikii has developed formal and informal processes for directly supporting Indigenous-led organizations and Communities and this report clearly outlines the company's successes so far. The Social Impact Report is an honest look at the company's efforts; it recognizes both the successes and shortcomings of the organization's social impact programs, as well as the strategy moving into 2017.

To read the report in full, go to: 2016.animikii.com

-30-

For more information, contact:

Jordyn Hrenyk, Animikii Inc.
Phone: 1-877-589-2899 ext. 106
jordyn@animikii.com



Animikii Inc.
1500-E Admirals Rd.
Victoria, BC V9A 2R1

1-877-589-2899
www.animikii.com