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Updated: Thu, 16 Jan 2014 15:44:25 GMT | By CBC News, cbc.ca

'Thank an Indian' shirt creator says orders flooding in

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Winnipeg's Jeff Menard says orders for his 'Got land? Thank an Indian' shirts have been pouring in after a Saskatchewan girl fought to wear it at her school and made the news across the country. CBC

broadcasts across Canada.

Menard, 37, a member of Manitoba's Pine Creek First Nation who's on disability from his regular job as a letter carrier, started selling shirts with the slogan in 2012 after spotting it in the U.S.

"The reason why I started this was to bring awareness to the Canadian natives and to unite our people and make them proud of who we are," he said. "I'm not in it for the money."

The message he wants to get across is that aboriginal people were in North America first, but they shared their land, signed treaties and want everyone to prosper, he said.

Although the term "Indian" is considered out-of-date by some people, Menard said he's fine with it.

"I love the word Indian. I love being called an Indian," he said.

He said about 1,000 t-shirts and hoodies have been sold so far, but with the recent publicity, orders are really starting to pick up.

"It's not bad for sales," he said.

Menard said he's been in contact with Starr's family and let them know he fully supports Tenelle in her effort to express her views.

"What I would say is, 'Stand up, be proud of who you are, keep wearing your t-shirt.'"

Menard said he is in the process of obtaining a trademark on "Got land? Thank an Indian".

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