



Lakota Funds

Investing in the Oyate

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FOR IMMEDIATE RELEASE

First-Ever Dollar Store Opens on Pine Ridge Reservation; Provides Low Cost Household Items to Residents

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Kyle, South Dakota – *May 11, 2012* – Last month, Dollar Hunter, the first-ever dollar store on the Pine Ridge Indian Reservation opened in Kyle, South Dakota. Owner, Katie Hunter, paired her savings from Lakota Funds’ matched savings program with an investment from a partner in order to attain the necessary start-up capital.

“The opening of Dollar Hunter marks a milestone in the development of our local economy,” states Tawney Brunsch, Executive Director of Lakota Funds. Not only will the establishment keep dollars flowing through the Pine Ridge economy, it can reduce excessive travel costs that local residents incur by going to surrounding border towns for shopping.

Dollar Hunter, located in the Lakota Express building and opened Tuesday – Saturday from 1:30pm-6:30pm, offers items for household, beauty, baby, pet, and party supply needs within a price range of \$1 to \$10, with most items priced at \$3. “We don’t have anything like this here, and we want to meet the needs of the community,” states Hunter. “I felt like a dollar store would be a win-win for everybody.”

Hunter came up with the idea for a dollar store after multiple unsuccessful attempts at seeking employment on the reservation. Creating her own job has enabled her to maintain her strong family values of being a mother and spending time with her husband while still contributing financially to her household. “Katie is motivated and determined. She started the program with her business idea in mind and followed through on everything,” comments Doug Patton, Business Success Coach at Lakota Funds, who worked closely with Hunter during her time in the matched savings program. “With that kind of an attitude and work ethic, we have no doubt that Dollar Hunter will be a thriving business in our community.”

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About Lakota Funds

Lakota Funds is a Native community development financial institution (CDFI) leading an economic resurgence of the Oglala Lakota Oyate on the Pine Ridge Reservation through culturally appropriate strategies reigniting the traditional Lakota spirit of productivity, commerce, and trade. For over 25 years, Lakota Funds has played a vital role in improving the quality of life for the Oglala Lakota Oyate by placing capital with new and growing businesses, providing customized business development services, and educating adults and youth on financial management concepts.