

**Media Advisory**  
**Giant Tiger announces new Swan River location**

**Ottawa, ON- July 2, 2015** – Giant Tiger is proud to announce the opening of its newest location, in Swan River, Manitoba.

The store will be located at 1300 Main Street and will occupy 20,500 square feet of selling space.

Giant Tiger Swan River is scheduled to open on August 29, 2015.

Under a master franchise agreement with Giant Tiger Stores Limited, The North West Company operates Giant Tiger stores in Western Canada, including the Swan River location.

[Link to footage of New Store Experience](#)

Be sure to follow the new store's Facebook page at <https://www.facebook.com/gtswanriver> for information on all of the exciting opening day events and sign up for the Giant Tiger email club at <http://www.gianttiger.com/emailclub> to have all the latest GT news delivered right to your inbox!

**About Giant Tiger**

In 1961, Giant Tiger Stores Limited opened its first store in Ottawa. The business was started with a very simple idea – keep the cost of operation low and sell a large volume of merchandise at everyday low prices. It is the adherence to this idea that has allowed Giant Tiger to grow to over 200 stores.

In 1968, another simple idea was incorporated into the Giant Tiger formula – franchising! Today, most of our stores are franchised so our valued customers will be better served by having the owner in the store. Giant Tiger franchise owners become members of the community, sharing community concerns and serving community needs. Giant Tiger also helps to bring communities together. In 2014, Giant Tiger donated more than \$2 million to more than 700 local associations and charities across Canada.

Giant Tiger offers a large assortment of casual clothing and footwear for the entire family, including many of the latest fashion items at the lowest possible price. The identical quality and fashion items offered by major chain stores are sold at Giant Tiger often at remarkably lower prices. In addition, Giant Tiger provides everyday needs for families in groceries, confectionery, pet food, cleaning supplies, housewares, stationery, toys and health and beauty products.

Giant Tiger checks out as Canada's low price Giant with our low prices every day, Ad Match Guarantee, Clawbacks throughout the store and our no time limit return policy. For more information about the company, please visit [www.gianttiger.com](http://www.gianttiger.com), join us on Facebook at [www.facebook.com/gianttiger](https://www.facebook.com/gianttiger) or follow us on Twitter @GTboutique and on Instagram at gianttigerstore.

Giant Tiger, a proud Canadian company since... FOREVER! #CanadaPROUD

**About The North West Company**

The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and the Caribbean. North West operates 226 stores under the retail banners Northern, NorthMart, Giant Tiger, AC Value Center and Cost-U-Less and has annualized sales of approximately CDN \$1.5 billion. The North West Company contributes \$1.9 million to support sports and recreation, healthy living, education, sustainability, culture and the arts in the communities we serve. Through a Master Franchise Agreement with Giant Tiger Stores Limited The North West Company operates Giant Tiger franchises in western Canada.

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