

CANADA'S OLDEST RETAILER REDUCES PLASTIC BAG USAGE IN NUNAVUT & NUNAVIK BY 67%

Greener Tomorrow Initiative Achieves Success in Northern Canada

Winnipeg, April 16, 2013 – Northern and NorthMart are pleased to announce a 67 per cent reduction in plastic bags in Nunavut and Nunavik as part of the company's Greener Tomorrow initiative.

The program, which launched in January 2011, is aimed at reducing plastic bag consumption by providing each household with two free reusable bags. To date, the stores participating in the program have eliminated over four million retail plastic bags from the community.

"This amazing achievement would not be possible without the dedication and support of the Nunavut and Nunavik communities participating in a Greener Tomorrow," says Christine Reimer, Vice President, Canadian Sales and Operations. "Your commitment to make your communities a greener place to live sets an example of eco-consciousness all of us can learn from."

In an effort to encourage customers to switch to the more environmentally friendly reusable bags – Northern/NorthMart charge a 25 cent fee for retail plastic bags. All proceeds from plastic bag sales go directly back into the community.

As part of Northern/NorthMart's community promise, \$497,000 in plastic bag fees collected was reinvested into the communities of Nunavut and Nunavik for initiatives such as community clean ups, youth initiatives, school breakfast programs, beautification projects and scholarships.

Each individual community's efforts were celebrated on our [Facebook](#) page throughout March, highlighting the number of bags reduced and monies raised by the community members. A full list of communities and programs is attached.

Media are invited to attend a formal cheque presentation to commemorate the funds being reinvested on Monday, April 22, at 4:00 p.m., in each of the 31 Nunavut & Nunavik communities at the Northern/NorthMart store.

30-

Our Community Promise

We strive to help make a positive, progressive difference within each community we serve.

For more information contact:

Connie Tamoto, Manager, Corporate Communications

P: 204.934.1672, C: 204.230.6728, E: ctamoto@northwest.ca

NWC Funding & Community Program Breakdown

Nunavut

Community	Funds	Recipient
Arctic Bay	\$ 3,537	Innujaq School – School and community clean up with Elders
Baker Lake	\$ 34,203	Hamlet of Baker Lake – Removal of appliances from landfill
Qikiqtarjuaq	\$ 11,931	Hamlet of Qikiqtarjuaq – Community greenhouse
Cambridge Bay	\$ 14,479	Hamlet of Cambridge Bay – Residential curbside recycling and bag tags
Cape Dorset	\$15,596	Sam Pudlat School – Recycling program
Chesterfield Inlet	\$ 2,186	Hamlet of Chesterfield Inlet – Community clean up
Clyde River	\$33,174	Hamlet of Clyde River - On the land trips, recycling contest. Community clean ups, building new garbage containers, grass seeding, dog pound clean up. Annual Dog Sled Trip for At Risk Youth
Kugluktuk	\$16,809	Kugluktuk High School - Ice Fishing, Caribou Hunt, Traditional Knowledge Day at school

Nunavut Cont ...

Coral Harbour	\$15,848	<p>Breakfast Program</p> <p>Elders Committee - Radio shows for parenting skills, communication with youth, sewing, environmental awareness</p> <p>Hamlet of Coral Harbour - Building garbage bins for all homes in Coral Harbour</p>
Arviat	\$45,945	Hamlet of Arviat – Boardwalk for wetlands Eco-Trail
Gjoa Haven	\$14,930	Youth Committee & Hamlet Council – Youth led community clean ups
Hall Beach	\$6,047	Hamlet of Hall Beach - Community clean up in July and community feast
Igloolik	\$26,656	<p>Ataguttaaluk High School - Out on the Land project</p> <p>Ataguttaluk Elementary School - Breakfast program and environment education program</p>
Iqaluit	\$65,479	<p>Inukshuk High School – Elders Land Program</p> <p>Aqsarnit Middle School – Greenhouse Project</p> <p>City of Iqaluit</p> <p>Hunters and Trappers Organization - On the land project for youth</p> <p>Arctic College Scholarship</p> <p>Cardboard Recycling Program</p>

Nunavut Cont ...

Kimmirut	\$6,953	Local School - Playground Equipment
Pangnirtung	\$ 32,819	Hamlet of Pangnirtung - Recycling Metal Waste, use the money to back haul to Montreal
Pond Inlet	\$ 14,252	Hamlet of Pond Inlet - Community clean up, basketball court, baseball equipment
Rankin Inlet	\$17,453	Hamlet of Rankin Inlet – Community clean up
Repulse Bay	\$6,540	Hamlet of Repulse Bay - Build garbage cans for the community
Sanikiluaq	\$ 6,128	Paatsaali School - Expansion of student garden Nunavut Arctic College - Educational land trip led by Elders Municipality of Sanikiluaq - Improvements to local dump site
Taloyoak	\$ 16,049	Hamlet of Taloyoak - Harbour clean up, community clean Up

NWC Funding & Community Program Breakdown

Nunavik

Community	Funds	Recipient
Akulivik	\$ 6,136	Tukisinarvik School - Spring clean up supplies, playground garbage bins, repairing play structure
Inukjuak	\$ 34,256	Village of Inukjuak - Collecting wood and floatable garbage
Kangiqsualujaq	\$ 9,491	Atsaniapik Youth Committee - Community clean ups Ulluriaq School Lunch Program - Environmental posters
Kangiqsujuaq	\$ 7,961	Village of Kangiqsujuaq – Community clean ups
Kangirsuk	\$ 4,632	Village of Kangirsuk – Town clean up
Puvirnituaq	\$ 9,073	Iguarsivik School - Cultural Day at School and discovering the environmental side of the Inuit
Salluit	\$ 20,230	Angiutiit Women's Group – Outdoor activities, camping, picnics and healing circle Youth Leadership – Youth leadership working with kids who vandalize and commit break ins Kakivak Men's Association - On the land trips