



*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.*

**ON YOUR MARK, GET SET, GO!  
THE NORTH WEST RUN FOR DIABETES IS JUST DAYS AWAY**

**Winnipeg, September 4, 2013** – 97 Northern Communities will run for a cause this weekend in The North West Run for Diabetes. For the first time, all communities served by a Northern or NorthMart store will take part in the fundraising event. The day will include a 2.5K Kids Fun Run, 5K Walk and a 5K Run for anyone wishing to participate.

The 2013 North West Run for Diabetes kicked off on May 18<sup>th</sup> in Inuvik, NT and has continued in 26 other communities throughout the summer, with a total of 2,052 participants to date.

“We are exceptionally pleased with how many community members have taken part in our summer events. We have received a lot of great feedback from participants, as well as exciting ideas for next year’s run,” said David Lui, Director of Marketing Services at The North West Company. “We are very much looking forward to Saturday, to see what the day will bring.”

The North West Run for Diabetes was created in partnership with the Canadian Diabetes Association (CDA) using funds raised by Northern and NorthMart staff and community members through various events.

“Diabetes is a disease that hits close to home in many of the communities we serve,” added Lui. “We are committed to promoting healthy living, because through better nutrition and increased physical activity, diabetes can be better managed and reduced.”

For all the latest training and running tips/videos, healthy recipes to energized, inspirational quotes to stay motivated prior to run day participants can check out the North West Run for Diabetes Facebook group.

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**Our Community Promise**

We strive to help make a positive, progressive difference within each community we serve. Since 1992, more than 175 Team North West participants raised over \$2 million in support of physical activity, nutrition and diabetes research.

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