



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.

The North West Company & Tom Jackson Partner on Goodwill Trip to Attawapiskat

Toronto, Ontario - December 19, 2011 - Tom Jackson, actor/singer/philanthropist, is best known for his annual tours across Canada as founder of the Huron Carole Christmas tour, and this year's album and tour 'Twas in the Moon of Wintertime. He journeys into the hearts of communities where his love of music and his mission of service to others resonate. With this in mind, it's no surprise that he's been deeply touched by the crisis that has been unfolding at the Attawapiskat First Nation in northern Ontario - so touched that he's decided to visit the community and deliver some Christmas cheer to its beleaguered residents.

Jackson says: "Merry Christmas to all...good day, eh...here's a heads up ...I have been watching the events evolve (or not evolve) around Attawapiskat. After speaking with Chief Spence, I have decided to travel to Attawapiskat on Wednesday (December 21) on a goodwill mission. On the schedule is the opportunity to perform a Christmas concert for the community, deliver 100 turkeys, 7,000 pounds of dry goods, \$12,000 "gift 4 kids" cards, and 300 Christmas CDs.

As well I will get a first-hand look at the community and the chance to speak to members. I have spoken to Chief Spence and asked if she would like to have a voice. To that end she has agreed to come on camera and tell her side of the story. To date I have heard mostly accusations directed at the Nation/Chief and a defensive response from the Chief, but as of yet, I have not heard anyone tell her or the nation's story. In the meantime I believe that we must separate the victims from the villains - whoever they may be. We must bring gifts to the child who shivers in the cold, if the children recognize "the gifts", Lord only knows what kind of difference they will make over their lifetime! Would you like to join me on this wonderful journey?"

As part of their ongoing commitment to the community, The North West Company will share in providing 300 - \$40 Northern Gift Cards to residents to purchase Christmas presents or other items they may need over the holidays.

"It's a great pleasure to team up with Tom Jackson to help make Christmas a little more merrier in Attawapiskat this holiday season," says Michael McMullen, Executive Vice President, Northern Canada Retail.

Support for this concert and gifts to community of Attawapiskat courtesy of: EMI Music Canada, National Oilwell Varco, Border Petroleum, The North West Company, CIBC, Thunder Airlines, Air Creebec, Suncor, Gordon Food Service, Food Banks Canada, cast and crew of 'Twas in the Moon of Wintertime, Caroline Monnet, Marjorie Bencz, Gerry Kendall, North Bay Food Bank, Cochrane Ontario Food Bank and Keith Eidse.

For more information, or to request an interview with Tom, please contact:

Dawn Dwyer

D2 communications

416.583.5048

dawn@d2communications.ca

Connie Tamoto

Manager, Corporate Communications

The North West Company

204.934.1672

ctamoto@northwest.ca