

### **Giant Tiger in Morden Unveils New Modern Look!**

**Ottawa, ON- November 13, 2015** – This Saturday, November 14, Giant Tiger will unveil a fully renovated store located at 288 North Railway Street in Morden, Manitoba.

The store has been redesigned to greatly improve the shopping experience. Customers will find even more of the same outstanding values, great deals and friendly customer service they have come to expect from Giant Tiger for their fashion, food and home needs – plus a lot more space to shop and a fun new Giant Tiger look! The new store also offers third party gift cards, and ice.

Store manager James Steedman and his entire team are excited about their newly improved store and invite you to the **grand opening celebration on Saturday, November 14, beginning at 8:00 am.**

There will be fun and savings for the whole family, including a charitable round up for [Donate Love](#), promotional giveaways, and an appearance by Friendly, the Giant Tiger.

For more information regarding the grand opening plans, visit the store's Facebook page at [facebook.com/gtmorden](https://facebook.com/gtmorden)

#### **About Giant Tiger**

Giant Tiger is the leading Canadian owned family discount store, committed to providing on trend family fashions, groceries, and everyday needs. Established in 1961 in Ottawa's Byward Market, the privately held company has over 200 locations across Canada and employs over 7,000 team members. All Giant Tiger locations are locally owned or operated by a team member who knows the community. In 2001 the North West Company entered into a franchise agreement with Giant Tiger Stores Limited to open and operate Giant Tiger stores in Western Canada. The friendly local stores with the iconic yellow tiger logo are not only where Canadians shop more and spend less, but they also help bring communities together.

For more information on the company, please visit [www.gianttiger.com](http://www.gianttiger.com) or join us on Facebook at [www.facebook.com/gianttiger](https://www.facebook.com/gianttiger) and follow us on Twitter @GTboutique.

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

#### **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 \$1.5 billion Cdn. The North West Company contributes to support sports and recreation, healthy living, education, sustainability, culture and the arts in the communities we serve. The North West Company operates Giant Tiger franchises in western Canada through a master franchise agreement with Giant Tiger Stores Limited.

-30-

For media inquiries contact:  
Sara Chesiuk, Manager, Public Relations and Community Activation  
Email: [schesiuk@gianttiger.com](mailto:schesiuk@gianttiger.com)

Derek Reimer, Director, Business Development, The North West Company  
Email: [dreimer@northwest.ca](mailto:dreimer@northwest.ca)