



*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.*

## **Northern & NorthMart Greener Tomorrow Program Continues to Achieve Success**

**Winnipeg, April 17, 2014** – Northern and NorthMart are pleased to announce a 65 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 8.3 million retail plastic bags from the community.

“We are continually encouraged by our customer’s determination in reducing the amount of plastic bags from landfills in their communities,” says Christine Reimer, Vice President, Canadian Sales and Operations. “To eliminate over eight million plastic bags in such a short time is an amazing effort on our customer’s behalf.”

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

This year, over \$310,000 in plastic bag fees collected was reinvested into the communities of Nunavut and Nunavik for “Green” initiatives. A total of \$1,013,296 has been reinvested to date.

**Media are invited to attend a special presentation at participating Greener Tomorrow Northern and NorthMart stores on Earth Day - April 22 - at 4:00 p.m.**

A full list of communities and programs supported by Greener Tomorrow funds follows.

### **Our Community Promise**

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

For more information contact:

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**Northern/NorthMart Funding & Community Program Breakdown**

**Nunavut**

<b>Community</b>	<b>Funds</b>	<b>Recipient</b>
Arctic Bay	\$3,964	Hamlet of Arctic Bay Breakfast Extension program
Baker Lake	\$17,347	Jonah Amitnaaq Secondary School Going Green program
Qikiqtarjuaq	\$8,083	Hamlet of Qikiqtarjuaq community greenhouse
Cambridge Bay	\$10,209	Hamlet of Cambridge Bay Chars site clean up
Cape Dorset	\$12,317	Municipality of Cape Dorset Elders organization
Chesterfield Inlet	\$2,431	Hamlet of Chesterfield Inlet community clean up
Clyde River	\$19,294	Iisaqsivik Society Qimmivut program
Kugluktuk	\$8,570	Kugluktuk High School community clean up and environmental stewardship  Hamlet of Kugluktuk playground renovation  JHI School breakfast program
Coral Harbour	\$7, 229	Sakku School breakfast program  Hamlet of Coral Harbour Post River clean up
Arviat	\$25,514	Hamlet of Arviat Eco Park
Gjoa Haven	\$8,871	School Recycling Program

Hall Beach	\$2,296	Hamlet of Hall Beach community clean up and community feast
Igloolik	\$15,284	Hamlet of Igloolik community clean up, daycare meal program and new community recreation hall
Iqaluit	\$45,032	Aqsarniit Middle School  Nunavut Arctic College Environmental Technology
Kimmirut	\$5,397	Kimmirut Pairivik toys and furniture for daycare
Pangnirtung	\$18,591	Attagoyuk Ilisavik High School On the Land trip with Elders
Pond Inlet	\$11,179	Ulaajuk Elementary School smart boards
Rankin Inlet	\$11,985	Hamlet of Rankin Inlet community clean up Elder and Youth program
Repulse Bay	\$5,971	Hamlet of Repulse Bay garbage can imitative
Sanikiluaq	\$6,818	Hamlet of Sanikiluaq community clean up
Taloyoak	\$6,996	Netsilik School recycling program

**NWC Funding & Community Program Breakdown**

**Nunavik**

<b>Community</b>	<b>Funds</b>	<b>Recipient</b>
Akulivik	\$6,288	Ecole Tukisiniarvik
Inukjuak	\$19,608	Innalik School water dispensers, playground clean up and equipment  Arctic Char Hatchery
Kangiqsualujuaq	\$4,816	Ulluriaq School Aqavik child daycare centre
Kangiqsujuaq	\$6,217	Village of Kangiqsujuaq community clean up
Kangirsuk	\$4,288	Village of Kangirsuk community clean up
Puvirnituq	\$9,637	Iquassivik School cultural and environmental day
Salluit	\$7,338	Salluit Music Association