



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.

FOR IMMEDIATE RELEASE

How \$0.25 can make a million dollar impact

Northern/NorthMart Greener Tomorrow program celebrates its 5th year generating over \$1.6 million for local community initiatives

Winnipeg, April 21, 2016 – Earth Day 2016 will mark the 5th anniversary of The North West Company's (North West) Greener Tomorrow program aimed at reducing plastic bag use in communities served by its Northern and NorthMart stores.

Greener Tomorrow, which launched in 2011 in 28 Nunavut and northern Quebec communities, encourages customers to switch to an environmentally friendly alternative by charging a \$0.25 fee for plastic bags. The funds collected from the sale of plastic bags are then reinvested in full into community programming.

To date, Greener Tomorrow has generated over \$1.6 million which has supported community cleanups, garbage bin programs, the beautification of playgrounds, and the creation of greenhouses and sports parks. The program has also provided added support for youth programming in the community, as well as food banks and school meal programs. In addition to the great positive impact the funds have had, Greener Tomorrow has successfully reduced plastic bag use by an estimated 69%, eliminating approximately 14 million bags from landfills.

During the 2015 – 2016 program year, Northern and NorthMart customers used 72% less bags, eliminating an estimated 2.7 million shopping bags from landfills across our communities and raised over \$327,000. This year the program expanded beyond the Nunavut and northern Quebec regions to include nine new communities in Ontario, Manitoba and Newfoundland.

“This program is a simple step that carries significant environmental benefits, including reducing the number of plastic bags that end up in landfills. Much of the success is thanks to our customers' willingness to embrace the use of reusable bags,” said Christine Reimer, Vice President, Sales and Operations, The North West Company.

“Our customers contributed \$327,000 to the program in 2015/2016, all of which was reinvested in local community initiatives, including recycling programs, community clean ups, breakfast programs and food banks. Greener Tomorrow has been a great success and we hope to continue its growth to other interested communities this year.” added Reimer.

How Greener Tomorrow Works

When a community elects to implement Greener Tomorrow in their Northern/NorthMart store, the staff will work with the community leadership to communicate the program change to the community. Northern/NorthMart distributes two free reusable shopping bags to each household to support the use of environmentally friendly alternatives. Once the program is initiated, a \$0.25 fee is charged when a plastic bag is sold.

A community may elect to join the program any time throughout the year. Funds are collected each year (April 1 – March 31) and then distributed in full to a community initiative, selected by the community leadership. All funds collected stay in the community in which they were raised.

Community Presentation

Participating Greener Tomorrow Northern/NorthMart stores will present this year's funds to the community commencing on Earth Day, April 22, 2016. Please contact North West for presentation dates and times for each community. A full list of communities and programs supported by Greener Tomorrow funds follows.

About The North West Company

North West is a retailer serving rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and Caribbean. We are committed to helping our customers live better by bringing them the best products and services together with a tradition of community support. North West's Northern and NorthMart stores are the largest local private employer of Indigenous people in Canada, with over 3,100 employees and an annual payroll exceeding \$65 million.

www.northwest.ca

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Northern/NorthMart Funding & Community Program Breakdown

Nunavut

<u>Community</u>	<u>Funds distributed in April 2016</u>	<u>Recipient</u>
Arctic Bay	\$6,920	Hamlet of Arctic Bay Community Cleanup Friends of 3045 Cadets
Baker Lake	\$20,239	Hamlet of Baker Lake Community Clean-up Qilautimiut – Elder’s Group
Qikiqtarjuaq	\$6592	Hamlet of Qikiqtarjuaq – Community clean-up
Cambridge Bay	\$10,146	Hamlet of Cambridge Bay Wellness Centre Lunch Program
Cape Dorset	\$12,286	Hamlet of Cape Dorset
Chesterfield Inlet	\$2,448	Hamlet of Chesterfield Inlet
Clyde River	\$14,867	Iisaqsivik Society Kangiqtugaapik Weather Station Network
Kugluktuk	\$9,646	Kugluktuk High School Breakfast Program Hamlet of Kugluktuk Playground renovation JHI School Lunch Program
Coral Harbour	\$591	Hamlet of Coral Harbour Community Clean-Up
Arviat	\$15,716	Hamlet of Arviat Eco -Sports
Gjoa Haven	\$8,825	Gjoa Haven Greener Tomorrow – Solar Panel Kit

Hall Beach	\$2,760	Hamlet of Hall Beach Community clean up
Igloolik	\$16,837	Hamlet of Igloolik Community clean-up Igloolik Food Bank
Iqaluit	\$46,285	Aqsarnitt Linniarvik School At Risk After School Program Inuksuk High School On the Land Program City of Iqaluit annual spring clean-up, beautification project
Kimmirut	\$6,106	St. Augustine's Anglican Church Youth Programs
Pangnirtung	\$12,413	Hamlet of Pangnirtung Youth Centre
Pond Inlet	\$4,209	Hamlet of Pond Inlet Community clean-up
Rankin Inlet	\$6,046	Rankin Inlet Food Bank
Repulse Bay	\$7,728	Municipality of Repulse Bay Garbage bin initiative
Sanikiluaq	\$9,419	Hamlet of Sanikiluaq Community clean-up
Taloyoak	\$9,906	Netsilik School Greenhouse

Northern Quebec

<u>Community</u>	<u>Funds distributed in April 2016</u>	<u>Recipient</u>
Akulivik	\$2,844	Ecole Tukisiniarvik School – School grounds clean-up
Inukjuak	\$15,688	Northern Village of Inukjuak Community clean-up
Kangiqualujuaq	\$5,751	The Qarmaapik House
Kangisujuaq	\$5,168	Northern Village of Kangisujuaq - Community cleanup
Kangirsuk	\$7,895	Northern Village of Kangirsuk Saputil Landholding Corporation
Kuujuuaq	\$3952	Northern Village of Kuujuuaq
Radisson	\$8406	Radisson Daycare
Salluit	\$9,332	Northern Village of Salluit

Ontario

<u>Community</u>	<u>Funds distributed in April 2016</u>	<u>Recipient</u>
Fort Albany	\$1,460	Fort Albany First Nation Youth Council
Kashechewan	\$3,998	Kashechewan First Nation
Moosonee	\$10,124	Town of Moosonee Youth Programs
Nakina	\$1,126	Aroland First Nation Nakina Heritage Corporation Community celebrations
Poplar Hill	\$2,628	Poplar Hill First Nation Youth Programs
Webequie	\$12,445	Webequie First Nation

Manitoba & Newfoundland

<u>Community</u>	<u>Funds distributed in April 2016</u>	<u>Recipient</u>
Pinawa, MB	\$2,483	Pinawa Lions Club Pinawa Community Playground
Cartwright, NL	\$433	Eagle River Development Association Pearl's Park Project