

Teaming Up With NHL Pro to Stop Bullying

The North West Company teams up with NHL star Eric Fehr and raises \$5000 to support the Canadian Red Cross bullying prevention programs.

Winnipeg, September 3, 2015 - The North West Company (NWC) and NHL star Eric Fehr teamed up once again to present a \$5000 donation to the Canadian Red Cross to support their bullying prevention programs.

In late 2014, Eric Fehr, former Winnipeg Jet, partnered with NWC to help raise money and awareness for bullying prevention programs through the sale of the book - *The Bulliest Dozer* – which he co-authored.

The Bulliest Dozer, a children’s book which teaches a very important anti-bullying message and encourages positive behaviour, hit the shelves of Manitoba Giant Tiger stores late 2014. The book cost \$10 with 100% of the proceeds benefiting the Canadian Red Cross and their bullying prevention school programs.

“I hope *The Bulliest Dozer* can be a fun way to discuss a serious topic. I think it’s important for kids to understand how damaging bullying can be, and how they can help put a stop to it.” said Eric Fehr.

The book generated \$5000 in sales, which The North West Company and Giant Tiger presented to the Canadian Red Cross alongside Eric. An additional \$10,000 was personally donated by Eric to the Canadian Red Cross.

“The Canadian Red Cross is very thankful for the generous and thoughtful support of both Eric Fehr and The North West Company and Giant Tiger,” said Rebecca Ulrich, provincial education manager, Manitoba, for the Canadian Red Cross. “Thanks to Eric’s writing and the hard work of Giant Tiger stores in Manitoba, we are able to do even more work with young people across the province on bullying prevention and creating respectful relationships.”

“We are delighted at the success of Eric’s book and would like to thank our Giant Tiger stores for their efforts in selling the book and our customers for supporting the Canadian Red Cross. We are delighted to work with Eric and the Canadian Red Cross on this important initiative.” said Sarah Gay, Manager Community Support and Corporate Events, The North West Company.

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 Caribbean. North West's Northern and Northern stores are the largest local private employer of Inuit and First Nations people in Canada, with over 3,100 employees and an annual payroll exceeding \$65 million

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Left: Representatives for the Canadian Red Cross
Centre: Eric Fehr
Right: Giant Tiger Store managers

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