

FOR IMMEDIATE RELEASE

Northern ready to reveal its expanded store to Baker Lake, NU shoppers

Northern Store adds 5 jobs, expanded fresh food selection, Pharmacy and Tim Hortons

Winnipeg, MB, February 13, 2017 – Northern Baker Lake will celebrate the completion of the store’s expansion and renovation with a grand opening celebration on Tuesday, February 14, 2017. The community is invited to join the Northern team for a ribbon cutting ceremony at 9:00 a.m. Customers will enjoy great savings, giveaways, and contests with a grand prize trip to Winnipeg to watch an NHL hockey game.

The store’s 4,000 sq. ft. expansion brings a new, exciting shopping experience to Baker Lake, offering shoppers a greater selection of fresh grocery products, household and outdoor living products, more variety for baby essentials, and Tim Hortons.

From Tim Hortons’ hot, fresh coffee to ready-to-go meals available in the hot deli, Northern is providing more options for customers on the go. For customers’ convenience the food services can be accessed during extended hours through a separate entrance.

“We’re thrilled to unveil the new and improved Baker Lake store. Each new service and product was added with the community in mind. When customers walk into the new store, we hope that they feel this is their community store and enjoy all it has to offer.” said Christine Reimer, Vice President, Sales & Operations, The North West Company.

Shoppers will also enjoy the convenience and service of the community’s first pharmacy. Customers can now fill their prescriptions while they shop and access patient-focused services from the community pharmacist. A consultation room will enable shoppers to discuss their health and wellness goals with the pharmacist through medication reviews and wellness clinics.

Additionally, an expanded selection of over the counter products, which includes vitamins and supplements, cough and cold, and women’s health, will further support the total health and wellness of Baker Lake residents.

Northern is proud to be part of Baker Lake and strives to help make a progressive, positive difference in the community. Giving back to the community is a core value of Northern, and on opening day, a \$1,000 honorarium will be contributed to the breakfast programs for Jonah Amitnaaq Secondary School and Rachel Arngnamaktiq Elementary School.

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.

For more information contact:

Derek Reimer
Director, Business Development
P: 204.934.1469
E: dreimer@northwest.ca

Northern

*North***MART**

**GIANT
TIGER** 



COST ULESS
Your Best Value