



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

Students in Nunavut and the Northwest Territories encouraged to
“Drop the Pop”

The North West Company delivers milk to over 14,000 school children as part of the “Drop the Pop” campaign

Winnipeg, MB, March 15, 2016 – The North West Company (North West) will once again contribute to the Government of Nunavut and Government of the Northwest Territories *“Drop the Pop”* campaign.

This year, North West continues its commitment to northern communities and will provide a healthy drink alternative to over 14,000 school children as part of the campaign. Throughout the month of March, North West will donate individual 2% milk cartons to school children in 39 communities across Nunavut and the Northwest Territories. The milk will be provided to 63 schools to help support “healthy teeth” themed school activities.

“We are proud to support healthy living programs, such as Drop the Pop. It is very important to support programs that are helping the youth in our community lead healthy lives. We hope to help encourage healthy choices and reinforce the importance milk has in the development of strong teeth and bones.” said Christine Reimer, Vice-President, Sales & Operations, The North West Company.

As a school-based initiative, led by the territorial governments, *“Drop the Pop”* is designed to increase students’ awareness of the effect of sugary beverages (e.g., pop) on their health and to encourage them and their families to make healthier drink, food, and lifestyle choices.

North West has been a proud supporter of Drop the Pop since 2007.

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.

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