



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

Northern & NorthMart to Celebrate Earth Day with Greener Tomorrow Grants

Over \$285,000 to be distributed to Environment and Social Programs in 41 communities

Winnipeg MB, April 20, 2018– Northern/NorthMart stores throughout northern Canada will celebrate a Greener Tomorrow with special Earth Day presentations commencing April 22, 2018.

Now in its seventh year, Northern/NorthMart’s Greener Tomorrow program, aimed at reducing plastic bag use, has made a significant impact throughout the North. “Millions of plastic bags have been removed from community landfills,” said Chris Santschi, Vice President, Sales and Operations, The North West Company.

The program is aimed at reducing plastic bag consumption by providing each household with two free reusable bags at the time of program launch. Northern/NorthMart collects a single bag fee for plastic bags in participating communities. Unique to the industry, the program fees are accumulated over the year, with 100 percent of the funds returned to the community to support environmental and social programs.

This year over \$285,000 was collected and will be distributed to the 41 participating communities to support activities such as community clean-ups, waste and recycling programs, as well as the maintenance of parks and community centres.

“Based on the results we have seen in participating communities, we plan to expand the Greener Tomorrow program to the majority of Northern & NorthMart locations in 2018. Each community allocates the funds to the programs that are important to them. This year in addition to environmental programs, many communities have selected to distribute the funds to youth sports, on the Land programs and school breakfast programs,” said Santschi.

Since 2011, the Greener Tomorrow program has been implemented in 41 communities across northern Canada and has reinvested \$2.1 million into the communities. Additionally, Northern/NorthMart has bag-free locations throughout the Northwest Territories, Nunavik and Ontario.

How Greener Tomorrow Works

Funds are collected each year (April 1 – March 31) and then distributed in full to a community-led initiative, selected by the community leadership, commencing on Earth Day, April 22, 2018. All funds collected stay in the community in which they were raised.

About The North West Company

The North West Company Inc., through its subsidiaries, 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. North West operates 237 stores under the trading names Northern, NorthMart, Giant Tiger, Alaska Commercial Company, Cost-U-Less and RiteWay Food Markets and has annualized sales of approximately CDN\$2.0 billion.

North West's Northern and NorthMart stores are the largest local private employer of Indigenous people in Canada, with approximately 3,000 employees and an annual payroll exceeding \$65 million.

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Nunavut

<u>Community</u>	<u>Funds distributed</u>
Arctic Bay	\$855
Baker Lake	\$11,273
Qikiqtarjuaq	\$1,838
Cambridge Bay	\$9,720
Cape Dorset	\$5,513
Chesterfield Inlet	\$2,205
Clyde River	\$9,871
Kugluktuk	\$12,985
Coral Harbour	\$3,216
Arviat	\$20,575
Gjoa Haven	\$9,298
Hall Beach	\$3,293
Igloolik	\$5,670
Iqaluit	\$17,501

Kimmirut	\$6,551
Pangnirtung	\$866
Pond Inlet	\$7,993
Rankin Inlet	\$4,510
Naujaat	\$8,206
Sanikiluaq	\$7,747
Taloyoak	\$9,905

Quebec

<u>Community</u>	<u>Funds distributed</u>
Akulivik	\$469
Inukjuak	\$15,686
Kangiqualujuaq	\$2,522
Kangisujuaq	\$3,845
Kangirsuk	\$2,428
Kuujuuaq	\$3,090
Radisson	\$3,792
Salluit	\$9,733
Puvirnituaq	\$3,580

Ontario

<u>Community</u>	<u>Funds distributed</u>
Attawapiskat	\$17,164
Deer Lake	\$4,974
Kashechewan	\$21,493
Keewaywin	\$5,793
Moosonee	\$8,982
Nakina	\$1,165
Poplar Hill	\$6,141
Webequie	\$271

Manitoba & Newfoundland

<u>Community</u>	<u>Funds distributed</u>
Pinawa, MB	\$5,833
St, Theresa Point, MB	\$4,814
Cartwright, NL	\$4,479