



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 customers reduce plastic bag use

An estimated 2.9 million plastic shopping bags eliminated from community landfills in 2016

Winnipeg MB, April 21, 2017– Northern/NorthMart stores throughout northern Canada will recognize customers’ contributions and celebrate a Greener Tomorrow with special Earth Day presentations commencing April 22, 2017.

Now in its sixth year, Northern/NorthMart’s Greener Tomorrow program, aimed at reducing plastic bag use, has made a significant impact throughout the North. “Since 2011, customers have reduced the use of plastic bags by 69 percent, eliminating an estimated 14 million plastic bags from community landfills,” said Craig Gilpin, Executive Vice President, and Chief Operating Officer, The North West Company.

“This program is a simple step that carries significant environmental benefits. Much of the success of the program is thanks to our customers’ willingness to embrace the use of reusable bags,” said Gilpin.

To encourage the use of environmentally friendly alternatives, Northern/NorthMart charges 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 \$317,000 was collected and will be distributed to the 40 participating communities to support activities such as community clean-ups, waste and recycling programs, as well as the maintenance of parks and community centres.

“It is important to us that the community leads the initiatives and allocates the funds to the programs important to them. This year in addition to environmental programs, many communities have selected to distribute the funds to On the Land programs for Elders and youth, as well as to support youth education, sport and health initiatives,” said Gilpin

Since 2011, the Greener Tomorrow program has been implemented in 40 communities across northern Canada and has reinvested \$1.9 million into the communities. Additionally, Northern/NorthMart has bag-free locations throughout the Northwest Territories, Nunavik, Ontario and British Columbia.

“We work with the community to implement a choice that is right for them” said Gilpin.

How Greener Tomorrow Works

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-led initiative, selected by the community leadership, commencing on Earth Day, April 22, 2017. 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 241 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\$1.8 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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Northern/NorthMart Greener Tomorrow Participating Communities

Nunavut

<u>Community</u>	<u>Funds distributed</u>
Arctic Bay	\$2,672
Baker Lake	\$20,988
Qikiqtarjuaq	\$6,475
Cambridge Bay	\$9,602
Cape Dorset	\$10,294
Chesterfield Inlet	\$1,259
Clyde River	\$18,287
Kugluktuk	\$15,253
Coral Harbour	\$3,341
Arviat	\$14,284
Gjoa Haven	\$16,671
Hall Beach	\$4,119
Igloolik	\$11,426
Iqaluit	\$33,556
Kimmitut	\$8,414
Pangnirtung	\$7,110
Pond Inlet	\$4,138
Rankin Inlet	\$4,249
Repulse Bay	\$7,349
Sanikiluaq	\$9,063
Taloyoak	\$13,936

Quebec

<u>Community</u>	<u>Funds distributed</u>
Akulivik	\$2,051
Inukjuak	\$15,648
Kangiqsualujjuaq	\$5,572
Kangiqsujuaq	\$3,855
Kangirsuk	\$1,557
Kuujjuaq	\$1,679
Radisson	\$5,303
Salluit	\$10,138

Ontario

<u>Community</u>	<u>Funds distributed</u>
Attawapiskat	\$2,913
Fort Albany	\$1,234
Kashechewan	\$11,518
Keewaywin	\$2,431
Moosonee	\$17,582
Nakina	\$436,78
Poplar Hill	\$2,337
Webequie	\$271

Manitoba & Newfoundland

<u>Community</u>	<u>Funds distributed</u>
Pinawa, MB	\$6,119
Cartwright, NL	\$4,238