

FOR IMMEDIATE RELEASE

Northern and NorthMart help students in Nunavut Drop the Pop
Over 9,000 cartons of milk donated to local schools in 21 Nunavut communities

Winnipeg, MB, March 6, 2017 – For the tenth year in a row, Northern and NorthMart stores across Nunavut are joining forces with community schools and Nunavut’s Department of Health, to encourage youth to “Drop the Pop” throughout the month of March.

A school-based initiative, led by the territorial government, “Drop the Pop” is designed to increase students’ awareness of the effect that sugary beverages may have on their health and to encourage them and their families to make healthier drink, food, and lifestyle choices.

Northern and NorthMart are pleased to continue their commitment to the program and will provide a healthy drink alternative to over 9,000 school children in Nunavut as part of the campaign. Throughout the month of March, Northern and NorthMart stores in the territory will donate and personally deliver over 9,000 individual 2% milk cartons to 41 schools. The milk is provided to the schools to support health themed school activities throughout the month.

“This year marks 10 years of our support for the Drop the Pop campaign. Throughout the years we’ve supported the initiative and donated healthy food such as fruit, yogurt, and milk to the students. It is very important for us to support programs that encourage healthy living and we hope our contributions help reinforce the importance of making healthy choices.” said Craig Gilpin, Executive Vice-President and Chief Operating Officer, The North West Company.

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 approximately 3,000 employees and an annual payroll exceeding \$65 million.

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