



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 Runners head for Hilo, Hawaii as part of Healthy Horizons Marathon Team**

*Participants raise in excess of \$143,000 for healthy living initiatives in Northern Canada*

**Winnipeg, MB, March 18, 2016** – This Sunday, March 20<sup>th</sup> 49 runners from northern communities such as Fort Chipewyan, AB; Cat Lake, ON; Iqaluit, NU; and Salluit, QC will challenge themselves with the Big Island International Marathon, a 13.1 or 26.2 mile run through the scenic Big Island of Hilo, Hawaii in support of the Healthy Horizons Foundation.

The destination marathon event is a fundraising initiative and active living event for the The North West Company's new Healthy Horizons Foundation. Healthy Horizons follows in the footsteps of North West's successful Team Diabetes runs and fundraising work, which has generated over \$4.0 million in funds raised since 2002.

"This is our 12th year of promoting healthy living runs and raising funds that can be reinvested in community programming," commented North West President & CEO Edward Kennedy. "Healthy Horizons is a new non-profit organization that we have created so that we can be even more responsive to the active living and education needs in the north."

"I am especially pleased to recognize the employees and community members who took on the challenge to not only train for the run, but also raise funds that will directly benefit northern communities," Mr. Kennedy added. "To ensure that all funds raised are directly invested in communities, North West pays for the travel and accommodation costs associated with this event."

Examples of the types of initiatives supported by the Foundation include: community and family resource centres, exercise facilities and programs, sports activities, school meals, nutritional literacy and disease prevention education.

To be eligible for funding from the Healthy Horizons Foundation, a community or organization must either be a registered charity in Canada, or otherwise registered as a “qualified donee” as defined in the *Income Tax Act* (Canada). The North West Company and Healthy Horizons have committed to assisting communities and organizations who currently do not qualify with the application process to become a qualified donee. For more information email us at: [healthyhorizonsfoundation@northwest.ca](mailto:healthyhorizonsfoundation@northwest.ca)

The marathon team also includes seven North West employees from The North West Company (International) Inc., representing communities in Alaska, the South Pacific and Caribbean. Approximately \$28,000 was raised by International and will be contributed to the American Diabetes Association.

### **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. [www.northwest.ca](http://www.northwest.ca)

- 30 -

For more information contact:

Derek Reimer

Director, Business Development

P: 204.934.1469 | E: [dreimer@northwest.ca](mailto:dreimer@northwest.ca)

