

For Immediate Release

The North West Company sponsors Tadoule Lake runners in the Polar Bear Marathon

Winnipeg, November 21, 2016 – For the fourth year in a row, The North West Company (North West) proudly sponsored runners from Sayisi Dene First Nation (Tadoule Lake) who participated in the Polar Bear Marathon, in Churchill MB, on November 20, 2016. Four runners, including two Northern Tadoule Lake employees, braved -22 C temperatures as they ran through the town of Churchill and around Hudson Bay in a challenging full and half marathon.



“We take great pride in supporting our community and employees in their journey.” said Byron Higgins, Northern Store Manager, Tadoule Lake

“It is great to see our members take part in such a challenging event given the extreme conditions and distance,” said Chief Tony Powderhorn, Sayisi Dene First Nation.

“We’d like to thank North West for their continued support of our community.” added Chief Powderhorn.



The winter marathon draws runners from around the world and is held each year in Churchill, MB as a fundraising event to support the work done by Athletes in Action (AIA) in the Sayisi Dene First Nation community of Tadoule Lake.

A special congratulation to Simon Cutlip, from Sayisi Dene First Nation, for his first place win in the full marathon

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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