



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 Oxford House Grand Opening September 28**

*-Northern to unveil 1700 square foot expansion to customers*

**Winnipeg, September 28, 2015** – Northern Oxford House will celebrate the Grand Opening of the newly expanded store on Monday, September 28, 2015 at 10:00 am. The Northern team invites community members to participate in the Grand Opening celebration which includes: a ribbon cutting ceremony, activities for children, gift card giveaways, and a draw for a Hisense LED TV.

Enhancements have been made to every corner of the store. From the revitalization of the exterior; to a new look in electronics, an in-store eatery and new sales showroom, the additional 1700 square foot expansion in retail space is sure to improve the customer's shopping experience.

Customers will appreciate a new sales showroom which features an assortment of brand name appliances and home furnishings as well as, popular brand names in transportation such as: Ski-doo, Honda, Yamaha, Evinrude, and Lund.

An all new hot deli counter will provide a great variety of meal options for customers to enjoy on the go. Customers will also be able to take a break from shopping and enjoy new items such as, F'Real Milkshakes, pizza, and crispy chicken in the new in-store eatery.

“We are excited to unveil the store expansion. We strive to understand the needs of the community to better serve our shoppers. As the Oxford House community continues to grow, we are committed to growing alongside. We hope our longtime and new shoppers will enjoy the new design to the store.” said Christine Reimer, Vice President, Sales and Operations, The North West Company.

Northern is proud to provide employment opportunities within the community and support the local economy. The new store includes a capital investment in the community of more than \$1.45 million. The investment included the hiring of local construction crews and contributions to the community through the purchase of local goods and services, such as fuel, equipment rentals, and hotel and housing accommodations.

## Northern Oxford House – Facts Sheet

### *By the Numbers*

- In 2014, Northern donated over \$17,800 to the Oxford House community for school programs and cultural events.
- In 2014, Northern Oxford House made a net economic contribution to the community of approximately \$1.9 million.
- Approximately \$1.45 million of capital investments into the new store.
- Current employees: 59

### *Store Features*

- Gas Bar
- Tim Hortons Counter
- We Financial Services
- Hot Deli

-30-

## About The North West Company

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 Caribbean. North West's Northern and NorthMart stores are the largest local private employer of Inuit and First Nations people in Canada, with over 3,100 employees and an annual payroll exceeding \$65 million.

For more information contact:

Derek Reimer  
Director, Business Development  
P: 204.934.1469  
E: [dreimer@northwest.ca](mailto:dreimer@northwest.ca)

Additional company information can be found at [northwest.ca](http://northwest.ca), [facebook.com/NorthernStores](https://facebook.com/NorthernStores), and [facebook.com/TheNorthWestCompany](https://facebook.com/TheNorthWestCompany)

