



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

Newly Renovated NorthMart Cross Lake Opens for Shoppers NorthMart to Celebrate New Store with a Community BBQ

Winnipeg, August 31, 2015 – NorthMart is pleased to announce the Grand Opening of the newly renovated NorthMart in Cross Lake, Manitoba on Tuesday, September 1, 2015 at 10:00 a.m. Cross Lake community members will enjoy a revitalized store with expansion to the retail space and food services.

The renovation of the store includes an expansion to the existing ready-to-go food services. The expansion will include a variety of convenient options for all meal occasions including a proprietary chicken program that expands on our KFC offering, a new pizza program, and F'Real Milkshakes. Another new feature is a dedicated baby shop that allows for a broadened assortment of baby products. NorthMart also plans a second phase of the renovation, which will see the existing warehouse space converted into a showroom for home furnishings, and transportation items and accessories.

“We are very pleased to unveil our new store, demonstrating our long term commitment to Cross Lake. We hope our longtime and new shoppers will enjoy the remodeled store, including a wider assortment of new merchandise.” said Christine Reimer, Vice President, Sales and Operations, The North West Company.

NorthMart 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 \$1.5 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.

Community members are invited to participate in the Grand Opening celebrations, beginning at 10:00 a.m. Activities include: a ribbon cutting ceremony, giveaways and a draw for a Hisense LED TV. NorthMart will also host a community BBQ fundraiser from 12:00 – 4:00 p.m. For a \$2.00 donation, participants will receive a hotdog, chips, and a drink. All funds raised will be donated to the Muchipunowin Group, which provides assistance to families in emergencies or in bereavement situations.

Fact Sheet
Cross Lake Northern

Store Facts

- Location: Cross Lake, MB
- Grand Opening: September 1, 2015 at 10 a.m.
- Current Full-time and Part-time positions: 67

Store Features

- Pharmacy
- Quickstop
- Financial and Tax Services
- Hot Deli
- Tim Hortons beverages and baked goods

Community Support

- In 2014, NorthMart donated over \$22,000 to the Cross Lake community for school programs and cultural events.

Economic Contributions

- In 2014, Northern Cross Lake made a net economic contribution to the community of approximately \$2.2 million.
- Approximately \$1.4 million of capital investments into the new store.

Social

- Facebook: www.facebook.com/NorthernStores
- YouTube: www.youtube.com/TheNorthWestCompany

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

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