



*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**

**THE NORTH WEST COMPANY LAUNCHES NEW QUICKSTOP IN RANKIN INLET**

*- Join North West on Tuesday, June 23rd for the grand opening of its newest convenience store*

**Winnipeg, June 22, 2015** – The North West Company (North West) is pleased to announce the opening of a new 2,000 square foot Quickstop, located at 116-24 Inukshuk Avenue in Rankin Inlet, NU on Tuesday, June 23, 2015.

The new convenience store will include a Tim Horton's beverage and baked goods counter, as well as a hot and convenient foods section to better serve our customers on the run. The full service meal program includes hot food such as chicken, heat-to-order breakfast options, pizza, roller grill items, and slush drinks. In addition, the store will offer F'Real milkshakes and a selection of premade sandwiches and snacks.

"We wanted to create a "one-stop" convenience shop experience and an inviting store with friendly staff and service," stated Christine Reimer, Vice President, Sales & Operations. "We hope the new Quickstop will better serve the surrounding neighbourhood with its accessibility and convenience through its grab and go selection of beverages and meals."

The new Quickstop provides additional employment opportunities within the community, employing fifteen local community members, as well as utilizing local tradespeople and companies during the construction phase.

"This new store further reinforces North West's commitment to invest and grow with Nunavut," added Reimer.

Community members wanting to experience the new location are welcome to attend the grand opening celebration at 10:00 a.m., which will include the official ribbon cutting ceremony, speeches by local dignitaries, and free giveaways and contests.

The new Quickstop will be open from 10:00 a.m. – 11:00 p.m., seven days per week.

**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's North, with over 3,100 employees and an annual payroll exceeding \$65 million.

**For more information contact:**

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