



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 invests \$4.3 million into new shopping experience for Waskaganish** *Northern Waskaganish Grand Re-opening March 29, 2016*

**Winnipeg, March 28, 2016** – Northern Waskaganish is pleased to announce the completion of a major store renovation and redesign. Approximately \$4.3 million was invested in the extensive renovation, which made enhancements to every corner of the store. From new products and services, to revitalization of the exterior, Northern Waskaganish has been transformed from the inside out. The introduction of Waskaganish’s first Tim Hortons and a full serve hot deli will be popular additions for shoppers looking for convenient meal options.

The Northern team invites community members to the grand re-opening celebrations on Tuesday, March 29, at 10:00 AM. The celebration includes a ribbon cutting ceremony, music and dance entertainment. Northern will also hold a children’s colouring contest for the chance to win a tablet and bicycle, as well as a draw for a Hisense LED T.V.

“We are excited to be part of your community, and look forward to bringing a new shopping experience to Waskaganish with this store.” said Christine Reimer, Vice President, Sales & Operations, The North West Company.

“Northern is proud to provide employment opportunities within the community and support the local economy. We anticipate increasing the size of our local team of 22 employees by an additional 12 as a result of the renovations and expanded services,” added Reimer.

Northern also renovated a second building, located across the street of the Northern Store. Originally a Hudson Bay Company store, the heritage building was renovated to serve as a new sales showroom for electronics, home furnishings and motorized sport vehicles. Throughout the renovations Northern worked closely with the community to ensure that the heritage and exterior aesthetic of the building was preserved; the interior features refinished original hardwood floors.

#### **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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Northern

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