

LET THE GAMES BEGIN!

North West Kids Fest Brings the Spirit of the Olympics to At-Risk Kids

Winnipeg, July 30, 2012 – Two hundred kids from across the city will reach for gold at Shaw Park during two action-packed days of exhilarating games and heart-felt camaraderie at the first ever North West Kids Fest.

“No matter what your athletic ability is or how good you are at sports, we all have a champion in us when it comes to embracing the spirit of the Games,” says Michael McMullen, Executive Vice President, Northern Canada Retail. “North West Kids Fest celebrates friendship, sportsmanship and having fun through physical activity while building confidence in at-risk youth.”

A number of Olympic inspired games are planned for the two-day festival each with their unique twist. North West Kids Fest events include soccer with a giant ball, relay races with water balloons, an obstacle course that’s inflatable and a run the bases game around the Goldeyes field.

“Every child has the right to play. Many of the kids our agencies work with have limited access to physical and recreational activities due to barriers such as poverty and transportation,” says Amanda Shindak, Coordinator, Youth Agencies Alliance, formerly Coalition of Community Based Youth Serving Agencies. “Free events like North West Kids Fest allow agencies on tight budgets to continue to build relationships with our youth outside of regular programming, while engaging them in fun activities and ensuring that they are off the streets.”

In addition to the games, several craft stations will be set up including a balloon animal workshop, face painting and puppet building.

North West Kids Fest is part of the company’s ongoing commitment to the United Way of Winnipeg’s Day of Caring initiative. Kids taking part in the two-day event range in age from 5-12, and participate in programs offered by the following United Way supported agencies: NEEDS, Boys and Girls Clubs of Winnipeg, West Central Community Program, Spence Neighbourhood Association, West Broadway Youth Outreach, Ka Ni Kanichihk, North Y, IRCOM and Ma Mawi.

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Our Community Promise

The North West Company strives to help make a positive, progressive difference within each community we serve. The North West Company contributes \$1.3 million, or about 1.5%, of net earnings to support sports and recreation, healthy living, education, sustainability, culture and the arts.

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