

**FOR IMMEDIATE RELEASE**

**Northern and NorthMart support Drop the Pop Campaign**

*Over 10,000 milk cartons donated to students in Nunavut*

**Winnipeg, MB, March 19, 2018** – Northern and NorthMart stores across Nunavut are once again teaming up with community schools and Nunavut’s Department of Health to encourage youth to “Drop the Pop” throughout the month of March.

A school-based initiative, led by the territorial government, “Drop the Pop” is designed to increase students’ awareness of the effect that sugary beverages may have on their health and to encourage them and their families to make healthier drink, food, and lifestyle choices.

“We have supported the Drop the Pop campaign for 11 years which reinforces our support for programs that encourage healthy living. Together with the recent launch of our Health Happy program, we are providing more options for our customers to make healthier food choices.” said Chris Santschi, Vice-President, The North West Company.

Northern and NorthMart will donate 2 percent milk cartons to over 10,000 students in 44 schools in Nunavut as part of the campaign. Throughout the month of March, Northern and NorthMart stores in the territory will donate and personally deliver the milk to the schools. The milk is provided to the schools to support health themed school activities throughout the month.

**About Health Happy**

As more consumers choose healthier meals and snacks, the Health Happy program responds to customer’s needs and enhances their shopping experience. Overall 300 to 800 food items, depending on store size, are available in stores that contain one to four specific attributes that contribute to healthier eating-including lower sugar, salt, fat, and caffeine content. All Health Happy items are also priced comparable to national brand products. Health Happy shelf signage will make it easy for customers to quickly identify eligible products.

**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 approximately 3,000 employees and an annual payroll exceeding \$65 million.

- 30 -

For more information contact:

Derek Reimer

Director, Business Development

P: 204.934.1469

E: [dreimer@northwest.ca](mailto:dreimer@northwest.ca)