



*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.*

## **The North West Company Brings Life-Saving Technology and CPR Training to Stores**

**For Immediate Release** – At The North West Company’s annual Wintering Partners Conference, held in Winnipeg, Manitoba from February 7 to February 11, 2012, 222 store managers and other staff from the company’s locations in Canada, Alaska, the Caribbean and South Pacific, received extensive cardiopulmonary resuscitation or CPR and automated external defibrillator or AED training.

CPR is an emergency procedure which is performed in an effort to manually preserve intact brain function until further measures are taken to restore spontaneous blood circulation and breathing in a person in cardiac arrest.

An AED is a portable electronic device that automatically diagnoses the potentially life threatening cardiac arrhythmias in a patient and is able to treat them through defibrillation, the application of electrical therapy which stops the arrhythmia, allowing the heart to reestablish an effective rhythm.

In addition to the training, done by Rescue 7, each of The North West Company stores, support offices and warehouses will be equipped with a HeartSine AED, which is an easy-to-use portable device ideally suited for remote communities where anyone can be called on as a first-responder.

“The positive response from our employees to the time to take CPR and AED training on February 9<sup>th</sup> and then to have the ability to provide our customers and the community with this valuable and potentially life-saving service was overwhelming,” says Edward Kennedy, President and CEO, The North West Company. “In rural and more isolated communities this capability is especially important.”

“Working with The North West Company has been a great honor. Their reputation for serving remote communities makes all of Rescue 7 and HeartSine very proud of the partnership we’ve established here,” says Marc Lawrence, Senior Vice President, HeartSine Technologies

-30-

### **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 the Caribbean. North West operates 230 stores under the trading names Northern, NorthMart, Giant Tiger, Solo, AC Value Center and Cost-U-Less.

### **About HeartSine Technologies**

A world leader in public access defibrillators, HeartSine's mission is to advance the deployment of lifesaving therapy in non-traditional areas of care. HeartSine Samaritan PAD (Public Access Defibrillator) is specifically designed for public access use to administer lifesaving treatment for Sudden Cardiac Arrest. It's lifesaving, pure and simple.

For more information contact:

David Lui

Director, Marketing Services

P: 204.934.1651

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

Northern

North **MART**

**GIANT  
TIGER** 



**COST U LESS**  
Your Best Value