

Do you sing? Can you dance?

Northern and NorthMart are on the search for great northern Canadian Talent

The Great Northern Canadian Talent Search contest starts today!

Winnipeg, MB (July 19, 2016) – Whether you can sing, or dance, or have another unique talent, Northern/NorthMart wants to hear from you! Starting today, Northern/NorthMart is on the search for great northern Canadian talent as it kicks off its online contest – The Great Northern Canadian Talent Search.

The Great Northern Canadian Talent Search contest runs from July 19 – September 9, 2016. Contestants are asked to submit a short video that demonstrates their talent to compete for a grand prize which includes gift cards ranging from \$500 to \$1000 for the winners and a \$1000 donation to the Food Bank or food hamper program in their community. There are three categories in which contestants may enter: individual, group, or Northern/NorthMart employee.

“This is an excellent opportunity for the community to get together, have fun and support a great cause! There is an immense talent pool in the North and we want to provide our communities with a forum to showcase them,” said Christine Reimer, Vice-President, Sales & Operations, The North West Company.

“The contest is unique in many ways, including that Northern/NorthMart employees are eligible to participate. We have many talented employees and we want to ensure that everyone has a chance to participate.” added Reimer.

Three finalists in each category will be selected by a selection committee, at which time the videos will be open to fan voting. Family, friends, and fans will be able to vote for their top choice from September 16 – 23, 2016. Prizes will be awarded based on the rankings from fan votes. Winners will be announced on September 30.

The contest is open to customers and staff of all ages, residing in a community served by Northern/NorthMart. Contestants may view the full contest details (including rules and regulations) and enter their videos on the company’s Facebook page, www.facebook.com/NorthernStores.

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.

- 30 -

For more information contact:
Derek Reimer
Director, Business Development
P: 204.934.1469
E: dreimer@northwest.ca

Northern

North **MART**

**GIANT
TIGER** 



COST U LESS
Your Best Value