

FOR IMMEDIATE RELEASE

Northern store in Shamattawa, MB destroyed in fire
Relief to arrive this afternoon after fire destroyed the community's grocery store

Winnipeg, MB, September 23, 2016 – In the wake of the fire that destroyed the Northern store and the First Nation's Office in Shamattawa, MB yesterday, The North West Company is donating an emergency supply of staple food products to support the needs of community members.

The emergency supply will be flown into the community this afternoon and be distributed to community members by North West employees and volunteers.

“It is a significant loss to Shamattawa as the community relies on the store for their essential everyday groceries. Right now our priority is to address the immediate needs of the community. We are coordinating our relief efforts with the Canadian Red Cross to ensure that the impact to the community is minimized.” said Christine Reimer, Vice-President, Sales & Operations, The North West Company.

Although a final decision has not been made on the location of a temporary store, community members can be assured that Northern store plans to open within the next week.

“We are committed to the residents of Shamattawa and are grateful that the fire was contained and everyone is safe.” added Reimer.

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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