



*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.*

## FOR IMMEDIATE RELEASE

### The North West Company Opens New Training Centre

**Winnipeg, MB, April 4, 2019** – The North West Company (NWC) is opening a new Training Centre in Winnipeg, Manitoba that will include cultural awareness courses and a simulated store, to help prepare new management for store operations in Canada's north.

The North West Company Training Centre at 657 Century St. features 11,000 square feet of space, and will be used to provide a comprehensive four-week training course. With many stores in northern Canada, the training will initially focus on retail managers at Northern and NorthMart stores, and eventually will incorporate other NWC banners.

"We're thrilled to open the Training Centre," says Alex Yeo, President of Canadian Retail at The North West Company. "We're pleased to continue to invest in our people and to develop their skills in order to excel in the communities we serve," continued Yeo.

The program is directed at Department Managers in Training (DMIT) and Managers in Training (MIT) in northern Canada and includes courses on retail operations, store systems and leadership. As part of the training program, a cultural awareness course led by Harley Eagle will be incorporated for a first time.

"It's great to recognize the importance of respecting Indigenous heritage, history and current realities," says Harley Eagle, Dakota/Ojibway First Nation and Cultural Safety Consultant. "Cultural awareness has become a significant priority for many organizations. This will provide important elements for leaders to take in consideration to enhance the relationships within the communities."

As part of their training, managers will also earn health and safety certifications. The simulated store will also include grocery and general merchandise displays to replicate a store in northern Canada.

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#### About The North West Company

The North West Company (NWC) 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.

For more information contact:  
Derek Reimer  
Director, Business Development  
P: 204.934.1469 | E: [dreimer@northwest.ca](mailto:dreimer@northwest.ca)