



***Planting with Purpose...
The North West Company Builds Vegetable Garden in Gilbert Park in
Support of the United Way's 'Days of Caring'***

(**Winnipeg** – June 14, 2010) – Scott McKay is the vice-president and general manager of the Giant Tiger west store division, but you don't have to ask him twice to roll up his sleeves to help a neighbourhood in need. McKay along with employees from The North West Company headquarters in Winnipeg will volunteer their time over the next five days to plant a crop of cucumbers, tomatoes and raspberry bushes while sowing the seeds of healthy living in our city's core area.

Armed with spades, rakes and hoes, the North West crew will plant vegetables and fruit bushes at a community garden in the Gilbert Park Housing Complex so that children, youth, families and community partners can benefit from fresh fruits, vegetables, flowers and composting tools while learning to maintain and safeguard a valuable resource through community engagement. The garden is part of the Boys and Girls Clubs of Winnipeg's Youth for EcoAction program which operates out of its Gilbert Park Club. The week-long event is in celebration of the United Way's Day of Caring program, which is aimed at having employees experience what their donations and the United Way can accomplish in their community. McKay said, "Last year the employees at The North West Company contributed over \$200,000 to the Winnipeg United Way but this year we wanted to make more than a financial contribution." McKay added, "We wanted to roll up our sleeves and contribute physically as a way for all of our employees to give back to the community and showcase that the power of one can equal the power of many."

Throughout the summer, Boys and Girls Club members, along with the help of local community groups, will tend the garden. "Our community garden projects serve as a valuable tool to link our young members to the land," said executive director Mike Owen.

In 2009, more than 540 employees from 46 workplaces, schools and community groups participated in a Day of Caring, completing a total of 95 projects and donating a total of 3,367 volunteer hours. Richard Irish, chair of the community investment committee for the United Way said, "More and more organizations are discovering that getting their workforce actively involved in their communities – through programs like Day of Caring – yield benefits not only to the neighbourhoods they work in, but in the form of increased employee morale and workplace pride."

Media are invited to attend the launch of the United Way's Day of Caring program as volunteers from The North West Company plant vegetables and fruit bushes at the intersection of Burrows Avenue and Railway Street (across from the United Church on Railway Street and Magnus Avenue) on Monday, June 14, 2010 at 10:30 a.m.

In attendance will be: North West Company employees including Scott McKay, Mike Owen from the Boys and Girls Clubs of Winnipeg, a representative from the United Way of Winnipeg, and residents from the Gilbert Park Housing Complex.

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 224 stores under the trading names Northern, NorthMart, Giant Tiger, AC Value Center, and Cost-U-Less. To learn more, visit www.northwest.ca

The units of the fund trade on the Toronto Stock Exchange under the symbol "NWF.UN".

About Boys and Girls Clubs of Winnipeg:

Boys and Girls Clubs of Winnipeg is a United Way member agency that operates ten community-based clubs, offering a range of after school programs, such as nutrition education, homework assistance, arts and crafts, computer learning, sports and recreation, pre-employment training and youth leadership. Boys and Girls Clubs of Winnipeg is a non-profit organization that depends on grants, private donations and volunteers to accomplish its mission. To learn more, visit www.wbgc.mb.ca.

About United Way of Winnipeg:

United Way of Winnipeg is at work in every corner of our city, creating opportunities for a better life for everyone. Each and every day, United Way has a profound impact on all our lives.

When you support United Way, you are supporting programs and strategies that offer young people an alternative to the streets, help families achieve financial independence, and improve neighbourhood health and personal well-being.

For more information, please call: David Lui, Director of Marketing at 204-934-1651 E-mail: dlui@northwest.ca, 77 Main Street, Winnipeg, R3C 2R1