



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.

NORTHERN CARTWRIGHT HELPS LOCAL TEENS GET IN THE GAME Store Donates Gym Equipment to New Rec Centre

Winnipeg, May 22, 2012 – Youth in Cartwright are gearing up for an activity packed spring/summer thanks to a generous donation by Northern Cartwright and The North West Company.

As part of our commitment to support physical activity and healthy lifestyles in Canada's North, Northern Cartwright and NWC were pleased to donate \$8,000 in new gym equipment for volleyball, basketball, badminton and floor hockey to the new Cartwright Recreation Centre.

“The North West Company is proud to be able to donate sporting equipment to the Cartwright Recreation Center. There is no more important investment in our communities than promoting the health and well-being of our youth through sport and recreation,” says Darrin Maidment, District Manager.

The new recreation centre will be home to a host of activities coordinated by the Community Youth Network designed to motivate youth while providing mentorship and positive encouragement to help them make positive life choices, further their education and set career goals.

According to Sandra Mugford, Fieldworker with the Community Youth Network, the gym equipment donation will go a long way towards fighting childhood obesity while fostering personal growth among the teens in the community.

“The community members in Cartwright have worked very hard to maintain and keep open our gym. It is a vital piece of our community as we do not have soccer or baseball fields so this really is our only means of physical activity,” explains Mugford. “The North West donation is one that means a lot to our community and especially for our youth who this equipment is intended for. Before receiving this new equipment we were using an old second-hand volleyball net, now we have a top-of-the-line volleyball net thanks to your company.

A community BBQ and event is planned for Friday, May 25 to celebrate the new rec centre.

About Northern

Northern Cartwright, a Banner of The North West Company, believes in supporting the communities that have helped make us a prosperous and growing company. We are proud to devote approximately 1.5% of net earnings to support sports and recreation, healthy living, education, sustainability, culture and the arts. As friends and neighbours we never forget that we live here too.

About Community Youth Network

Community Youth Network is an all-inclusive youth organization which celebrates the uniqueness of individuals, cultures, and personal choices. Community Youth Network provides a safe, non-violent, alcohol/drug/tobacco free environment for youth of all ages.

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