

Northern and Northmart Gives Back To the Community with \$1.5 Million in Free Groceries

Winnipeg, January 3 – Northern/NorthMart are excited to announce approximately \$1.5 million in free groceries given away since the launch of the Grocery Giveaway contest in 2009.

One of the most significant outcomes of this Northern Canada-wide contest is the positive impact it has on the customers and the community, where free groceries for a year can mean some extra financial leeway.

A total of 137 winners – one from each and every Northern and NorthMart store - will receive \$250 every month – for 12 months – for a grand total of \$3,000 for the entire year. The prizes come in the form of a gift card, which is re-loaded every month.

“We love celebrating our customers, and this is a great way to do that,” says Michael McMullen, Executive Vice President, Northern Canada Retail. “This contest allows us to give back to our community.”

This year marked the fourth annual Grocery Giveaway, which ran from November 1st to December 24th, and took place at every Northern and NorthMart across Canada. Throughout the contest customers collect ballots during shopping trips, through credit services, and during in-store special events. The winning ballots were drawn on December 24th. A full list of the winners appears in the community newspapers.

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About Northern and NorthMart

Northern and NorthMart offer a combination of fresh food, quality groceries, general merchandise and health products to remote northern Canadian communities.

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