

## **FOR IMMEDIATE RELEASE**

Northern and NorthMart encourage Nunavut students to Drop the Pop

**Winnipeg, MB, April 11, 2019** – Northern and NorthMart stores are challenging their young consumers and students to “Drop the Pop” – swapping sugary soda for healthier drink choices, in order to support the development of healthier habits in children and youth.

Throughout the month of April, Northern and NorthMart will donate 2 percent milk cartons to over 9,000 students in 40 schools across Nunavut. The milk donation will support health-themed school activities developed by the Nunavut’s Health Department to providing them a healthier drink alternative.

This is the 12<sup>th</sup> year Northern and NorthMart have collaborated with the Government of Nunavut and the community schools to improve the lifestyle habits of children and youth through the campaign.

Drop the Pop is a school-based initiative, led by the territorial government, designed to increase students’ awareness of the effect that sugary beverages have on their health and to encourage them and their families to make healthier drink, food and lifestyle choices.

“We know the importance of providing healthy options to the families,” says Alex Yeo, President, Canadian Retail at The North West Company. “We’ve supported the initiative throughout the years because we want to help children and their families to live better. We hope our contributions help to reinforce the adoption of healthier habits,” continued Yeo.

The Nunavut government runs the campaign each year to educate youth about the high sugar content and acidity in pop, fruit drinks, slushies and energy drinks that can increase the risk of developing obesity, diabetes and tooth decay.

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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 close to 3,000 employees and an annual payroll exceeding \$65 million.

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