

## **PLOT PLOW PLANT**

### **Volunteers from The North West Company Sprout into Action to Build Two Community Gardens at Elwick Village Housing Complex**

**Winnipeg, July 8, 2011** – Carrots and berries and peas, oh my! A bountiful green garden wonderland is in the works for one local neighbourhood and for 10-year-old resident Phyllip, that’s just peachy-keen.

“It’s an awesome improvement and it’s going to look good,” says Phyllip adding that his garden wish list includes cucumber, broccoli and strawberries.

More than 30 volunteers from The North West Company and Giant Tiger dusted off their Green Thumbs today to build two urban community gardens at Elwick Village – a 194 unit MB Housing Complex located in the city’s North End.

“Nice to see people come together, work together and get to know each other by doing something for the community,” says Gil Keeper, a single father of two teenage boys living at Elwick Village.

Over the next week, over 150 North West and Giant Tiger employees – from executives to store cashiers will trade in their suits and aprons for work gloves and gardening gear in celebration of the United Way of Winnipeg’s Day of Caring, or as North West President and CEO Edward Kennedy likes to say – Days of Caring.

“Our volunteers find ways to build meaningful and lasting relationships with the communities we serve,” says Kennedy. “Whether it’s a week-long community garden build or fun community BBQ to bring everyone together, we want to help and make any difference we can.”

In addition to the day-to-day gardening by North West volunteers, local landscapers Urban Eatin’ Gardeners Worker Co-Op also extended a helping hand in designing and planning the two gardens at Elwick Village.

The United Way Day of Caring allows companies like North West and Urban Eatin’ to make a difference in the community by combing volunteer efforts with a United Way of Winnipeg non-profit agency partner to complete a much-needed project.

**Media are invited to attend the official sod turning at Elwick Village Housing Complex located at 1417 Fife, July 11<sup>th</sup> at 10:30 AM.**

**Representatives from The North West Company, United Way and Residents from Elwick Village will be available for interview.**

**About The North West Company**

The North West Company strives to make a positive difference so the communities we serve have bright futures. In 2010, The North West Company contributed \$1.28 million, or about 1.5%, of net earnings to support a wide range of worthy causes in our communities. As friends and neighbours we never forget that we live here too.

**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.

**About Urban Eatin' Gardeners Worker Co-Op**

Urban Eatin' Gardeners Worker Co-op, an organization dedicated to building sustainable, healthy and edible urban spaces, is a small group of gardeners committed to using organic and holistic techniques to design, build and maintain vegetable and culinary gardens for Winnipeg's private residences and public facilities.

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