

## **The North West Company Celebrates 2014 Diabetes Fundraising Campaign**

**Winnipeg, October 1, 2014** – The North West Company (“North West”) is pleased to announce that over \$362,000 was raised for the Canadian Diabetes Association in 2014 by North West and its sponsored team members.

“I am pleased to recognize and thank our 61 employees and community members that recently participated in the 2014 Team Diabetes Marathon in Kauai, Hawaii,” stated Edward Kennedy, President & CEO at North West.

“The North West Company and its sponsored team members have contributed over \$4.2 Million for the Canadian Diabetes Association since 1997,” said Fred DeFina, Director, Community Giving for the Canadian Diabetes Association. “Their support has been instrumental in extending our reach into northern Canada to help make a difference in the lives of people with diabetes.”

“Diabetes is a disease that impacts many people in the communities we serve,” added Mr. Kennedy. “We endorse healthy living through better nutrition and increased physical activity, steps which help individuals reduce their risk for diabetes and also contribute to the better management of the disease. A key component of our healthy living initiative includes hosting The North West Run for Diabetes in many of the communities that we serve.”

Since launching The North West Run for Diabetes in 2012, over 20,000 community members have participated in the walk/run for a cause. The event typically includes a 2.5K Kids Fun Run, 5K Walk and a 5K Run for anyone wishing to participate, as well as promotes ongoing healthy living through various educational materials. The North West Run for Diabetes was created in partnership with the Canadian Diabetes Association using funds raised by Northern and NorthMart staff and community members.

North West would also like to acknowledge the contributions of its airline partners who provide donated or discounted fares to assist marathon participants in travelling from remote communities to major southern centers. These partners include: Calm Air, Perimeter Airlines, First Air, Air Creebec, Air Inuit, Wasaya Airlines and Bearskin Airlines.

### **Our Community Promise**

We strive to help make a positive, progressive difference within each community we serve. Since 1997, more than 300 Team North West participants have raised over \$4.2 million in support of physical activity, nutrition and diabetes research.

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