



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.

FOR IMMEDIATE RELEASE

NORTHERN & NORTHMART'S GREENER TOMORROW PROGRAM RAISES FUNDS AND REDUCES PLASTIC BAG CONSUMPTION

- *Greener Tomorrow program raises \$256,000 for local community initiatives;*
- *Over 11.6 million retail plastic bags eliminated from landfills.*

Winnipeg, April 21, 2015 – Northern and NorthMart are pleased to announce a 74 per cent reduction in plastic bags in 2015 in Nunavut and Nunavik as part of the company's Greener Tomorrow initiative.

The program, which launched in January 2011, is aimed at reducing plastic bag consumption by providing each household with two free reusable bags. To date, the stores participating in the program have eliminated over 11.6 million retail plastic bags from the community.

In an effort to encourage customers to switch to the more environmentally friendly reusable bags – Northern and NorthMart charge a 25 cent fee for retail plastic bags. All proceeds from plastic bag sales go directly back into the community to programs of their selection.

“This program is a simple step that carries significant environmental benefits, including reducing the number of plastic bags that end up in landfills. Much of the success is thanks to our customers' willingness to embrace the use of reusable bags,” says Christine Reimer, Vice President, Sales and Operations. “In addition, our customers contributed \$256,000 through the program in 2015, all of which was reinvested in local community initiatives, including recycling programs, community clean ups and breakfast programs. The program has been such a success that we hope to expand it to other interested communities in 2015.”

Since program inception, a total of \$1,339,000 in plastic bag fees has been collected and was reinvested into the communities of Nunavut and Nunavik for local initiatives.

Media are invited to attend a special presentation at participating Greener Tomorrow Northern and NorthMart stores commencing on Earth Day, April 22, 2015. Please contact North West for presentation dates and times for each community.

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A full list of communities and programs supported by Greener Tomorrow funds follows.

Northern/NorthMart Funding & Community Program Breakdown

Nunavut

<u>Community</u>	<u>Funds distributed in 2015</u>	<u>Recipient</u>
Arctic Bay	\$2,947	Friends of 3045 Army Cadets
Baker Lake	\$16,840	Jonah Amitnaaq Secondary School – High School Healthy Cooking Class
Qikiqtarjuaq	\$4,601	Hamlet of Qikiqtarjuaq – Community clean-up
Cambridge Bay	\$8,982	Kiilnik High School Breakfast Program
Cape Dorset	\$11,732	Kinngait Performing Arts
Chesterfield Inlet	\$1,460	Victor Sammurtok School Breakfast Program
Clyde River	\$2,359	Iisaqsivik Society Qimmivut program
Kugluktuk	\$10,333	Kugluktuk High School Breakfast Program Hamlet of Kugluktuk Playground renovation JHI School Lunch Program
Coral Harbour	\$3,683	Hamlet of Coral Harbour 2015 Spring Community Clean-Up
Arviat	\$20,110	Hamlet of Arviat Eco -Sports
Gjoa Haven	\$9,672	Junior Canadian Rangers (JCR's) – local chapter
Hall Beach	\$3,399	Hamlet of Hall Beach Spring community clean up

Igloolik	\$20,900	Hamlet of Igloolik community clean-up, new garbage boxes for houses, Igloolik Food Bank
Iqaluit	\$58,000	Toonik Tyme Festival Aqsarnitt Linniarvik School At Risk After School Program Inuksuk High School On the Land Program City of Iqaluit annual spring clean-up, summer student litter team program
Kimmirut	\$5,559	Qaqqalik School Tourist Spot Clean Up- Reversing Falls
Pangnirtung	\$16,169	Hamlet of Pangnirtung Kuulik Trail
Pond Inlet	\$6,225	Hamlet of Pond Inlet Completion of ball field
Rankin Inlet	\$9,281	Hamlet of Rankin Inlet Spring clean-up
Repulse Bay	\$7,838	Municipality of Repulse Bay Garbage bin initiative
Sanikiluaq	\$8,327	Hamlet of Sanikiluaq Community clean-up
Taloyoak	\$7,124	Netsilik School Greenhouse

NWC Funding & Community Program Breakdown

Nunavik

<u>Community</u>	<u>Funds distributed in 2015</u>	<u>Recipient</u>
Akulivik	\$6,343	Ecole Tukisiniarvik School – School grounds clean-up and student incentive prizes
Inukjuak	\$18,384	Northern Village of Inukjuak Community clean-up
Kangiqsualujjuaq	\$7,383	Northern Village of Kangiqsualujjuaq Community clean-up
Kangiqsujuaq	\$6,508	Village of Kangiqsujuaq - Community cleanup
Kangirsuk	\$4,553	Youth Graduation Trip Sports Haven
Puvirnitug	\$ 3,853	Iquarsivik School Community clean-up
Salluit	\$4,134	Northern Village of Salluit Community clean-up

Our Community Promise

We strive to help make a positive, progressive difference within each community we serve.

About the North West Company

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 Caribbean. North West’s Northern and NorthMart stores are the largest local private employer of Inuit and First Nations people in Canada’s North, with over 3,100 employees and an annual payroll exceeding \$65 million.

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