



*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 students join Manitoba Marathon to help support Youth in their communities**

**Winnipeg, MB, June 14, 2019** – Students from First Nations communities in northern Manitoba have been training for months and will join thousands of runners this weekend to participate in the Manitoba Marathon.

The students, who range from 11 to 16 years old and hail from Cross Lake and Poplar River, are ready to challenge themselves by running the 10K at the Marathon on Sunday, June 16. The challenge goes beyond running the race – they have joined their local the Run Clubs to raise funds for The North West Company’s Healthy Horizons Foundation to show support for their communities and youth in other northern communities.

“We’re proud and grateful that these youth from the northern communities of Cross Lake and Poplar River have made the commitment to contribute to provide a brighter and healthier future to other youth,” said Gary Merasty, Executive Vice President and Chief Development Officer at The North West Company. “All of them are an inspiration to other northern youth, by pursuing and promoting a healthy lifestyle.”

The Healthy Horizons Foundation has prepared an exciting three-day adventure in Winnipeg for the students, who attend Mikisew School and Otter Nelson River School in Cross Lake, and Poplar River Elementary School in Poplar River. Their weekend will include a tour of the Canadian Museum for Human Rights and a visit to the Red River Exhibition as a reward for the teams’ fundraising efforts.

“The marathon is the pinnacle of the student’s hard work, for both their training and fundraising efforts. We appreciate the support that NorthMart has provided to our students and I’m thrilled to see them reach their goals and to be part of their journey,” says Connie McIvor, Principal of Otter Nelson River School.

The Healthy Horizons Foundation is dedicated to improving the health and well-being of youth in the communities it serves through financial support and the motivation to advance their level of fitness, education and health. To learn more, visit: [www.healthyhorizonsfoundation.ca](http://www.healthyhorizonsfoundation.ca)

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

For more information contact:



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