

CANADA'S OLDEST RETAILER REDUCES PLASTIC BAG USAGE IN NUNAVUT & NUNAVIK BY 60%

Greener Tomorrow Initiative Achieves Success in Northern Canada

Winnipeg, October 14, 2011 – Northern and NorthMart, divisions under The North West Company, are pleased to announce a 60 per cent reduction in plastic bags in Nunavut and Nunavik as part of the company's Greener Tomorrow initiative.

The program, which launched in January, is aimed at reducing plastic bag consumption by providing each household with two free reusable bags. To date, the 28 stores participating in the program have eliminated over 1.1 million retail plastic bags from the community.

According to Michael McMullen, Executive Vice President, Northern Canada Retail Division, initiatives such as Greener Tomorrow are extremely important in preserving the natural beauty of the Canadian North and the communities we live in.

"The program has exceeded our expectations to this point. The reduction shows the customer's commitment to the health of their communities," says McMullen. "The collected funds are all being retained in the communities and over \$270,000 has been given back to further sustain and support healthy communities and environmental programs."

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

As part of Northern/NorthMart's community promise, \$273,000 in plastic bag fees collected was reinvested into the communities of Nunavut and Nunavik for initiatives such as community cleanups, youth initiatives, school breakfast programs, beautification projects and scholarships.

A cheque presentation to commemorate the funds being reinvested will take place in each community on Friday, October 14. Media are invited to attend.

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Northern Canadian Retailer (NorthMart & Northern)

Northern & NorthMart, divisions of The North West Company, are the largest local employer in Canada's North, with over 3,100 employees and an annual payroll exceeding \$65 million. Northern/NorthMart is the largest private sector employer of Inuit and First Nations people in Canada. It has invested \$271 million in capital in the 134 northern communities across Canada in infrastructure, inventory and other assets. Northern/NorthMart purchases \$34 million in goods and services in northern communities annually.

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NWC Funding & Community Program Breakdown

Nunavut

Arctic Bay	\$3,654	• Innjuak School - Funding for fieldtrips and Elder learning sessions for Grades 1-8 students as part of the 'Out on the Land' curriculum
Baker Lake	\$21,040	• Dept. of Environment – Funds for bear-proof garbage cans to be placed in the community
Qikiqtarjuaq	\$5,288	• Inuksuit School – New playground for students Funding for two assemblies as part of the 'Out on the Land' curriculum
Cambridge Bay	\$4,430	• Kullik Lihakvik School - Grounds beautification project
Cape Dorset	\$9,199	• Sam Pudlat School - Recycling program developed
Chesterfield Inlet	\$1,042	• Victor Sammutok School – Breakfast program
Clyde River	\$11,264	• Quluq School – Elder learning sessions as part of the 'Out on the Land' curriculum
Kuglutuk	\$9,858	• Jimmy Hikok Ilhakvik School – Breakfast program
Coral Harbour	\$7,917	• Sakku – Breakfast program
Arviat	\$21,354	• Arviat Hamlet - Eco-trail development
Gjoa Haven	\$9,190	• Quqshuun Iihakvik School – Breakfast program
Hall Beach	\$4,543	• Arnaqjauaq School - Funding for two assemblies as part of the 'Out on the Land' curriculum
Igloolik	\$13,399	• Ataguttaluk School - Environment club funding • Igloolik Hamlet – Fence built at the dump to keep garbage from blowing into the water

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NWC Funding & Community Program Breakdown

Nunavut

Iqaluit	\$52,877	<ul style="list-style-type: none"> • Iqaluit Hamlet - Town cleanup • RCMP - Youth environmental ambassador program • Arviat Whale Hunt – Elder-led environmental & cultural awareness event
Kimmirut	\$3,961	<ul style="list-style-type: none"> • Qaqqalik School - Funding for fieldtrips and Elder learning sessions for Grades 1-8 students as part of the ‘Out on the Land’ curriculum
Pangnirtung	\$18,383	<ul style="list-style-type: none"> • Alookie & Attagoyuk Schools – Arctic environment awareness fair
Pond Inlet	\$7,664	<ul style="list-style-type: none"> • Ulaajuk School - Funding for two assemblies as part of the ‘Out on the Land’ curriculum
Rankin Inlet	\$13,215	<ul style="list-style-type: none"> • Hunters & Trappers Association - Shoreline cleanup
Repulse Bay	\$2,713	<ul style="list-style-type: none"> • Tusavik School – Breakfast Program
Sanikiluaq	\$4,525	<ul style="list-style-type: none"> • Arctic College – Funding for fieldtrips and Elder learning sessions for Grades 1-8 students as part of the ‘Out on the Land’ curriculum
Taloyoak	\$5,029	<ul style="list-style-type: none"> • Taloyoak Hamlet – Purchase of metal crusher/incinerator

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NWC Funding & Community Program Breakdown

Nunavik

Akulivik	\$1,911	• Garbage disposal units built and distributed
Inukjuak	\$14,043	• Innalik School
Kangiqsualujaq	\$5,865	• Education Committee
Kangiqsujuaq	\$5,506	• Arsaniq School
Kangirsuk	\$3,202	• Sautjuik School
Puvirnituaq	\$2,741	• Ecole Iguarsivik – Environmental advertising in the school activities magazine
Salluit	\$9,820	• Pigiurvik School