

## **FOR IMMEDIATE RELEASE**

### **Northern Youth Running and Raising Support for Healthy Horizons Foundation at Manitoba Marathon**

**Winnipeg MB, June 16, 2017**– This Sunday, June 18, thousands of Manitobans will lace up for the 2017 Manitoba Marathon. Among them will be a group of 17 students, with ages ranging from 10 to 17 years old from three northern Manitoba First Nation communities whose journey towards healthy living will culminate as they enter Investors Group Field and cross the finish line.

Over the past several months youth runners from the Chief Sam Cook School in Tataskweyak Cree Nation (Split Lake), MB, Otter Nelson River School in Pimicikamak Cree Nation (Cross Lake), MB and Poplar River Elementary School in Poplar River First Nation, MB have been training for the 10K run, while raising funds for the Healthy Horizons Foundation.

“We have been promoting healthy living fundraiser runs for over 12 years. We know that setting goals to complete a long distance run and raise funds for a charity requires dedication, fosters resilience, and strengthens the sense of community,” said Craig Gilpin, Executive Vice-President and Chief Operating Officer, The North West Company

“The initial focus of Healthy Horizons is to support communities in northern Canada where we operate Northern and NorthMart stores. All of the funds raised for Healthy Horizons will be reinvested directly into youth community programming.” added Gilpin.

To ensure all of the funds raised are directed back into northern communities, North West donates administrative and travel costs associated with the weekend event.

As a reward for the teams’ hard work and fundraising efforts, the Healthy Horizons Foundation will host the run clubs to an exciting 3-day adventure in Winnipeg, which includes educational tours of at the Assiniboine Park Zoo and Canadian Museum for Human Rights. Run Clubs will also be eligible to receive a treadmill upon achieving fundraising targets.

“I would also like to offer a special thank you to each of the participating schools and their coaches, staff and volunteers that made this weekend possible. We would also like to acknowledge the generous contributions of the Assiniboine Park Zoo, the Canadian Museum for Human Rights, and Amik Aviation.” said Gilpin.

“The support provided by NorthMart has given our team the motivation and encouragement to achieve our goals. Our students have worked extremely hard and we are very excited to participate in the run this weekend for a worthy cause. Our youth are the future of our community and we are inspired by their efforts.” said Garrison Settee, Vice-Principal, Mikisew Middle School in Pimicikamak Cree Nation, MB.

To learn more about the Healthy Horizons Foundation, visit: [www.healthyhorizonsfoundation.ca](http://www.healthyhorizonsfoundation.ca)

- 30 -

### **About The North West Company**

The North West Company Inc. 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. North West operates 241 stores under the trading names Northern, NorthMart, Giant Tiger, Alaska Commercial Company, Cost-U-Less and RiteWay Food Markets and has annualized sales of approximately CDN\$1.8 billion.

### **About Healthy Horizons**

The Healthy Horizons Foundation is a registered charity launched by North West to help improve the well-being of youth within the communities we serve, including our Northern, NorthMart and Giant Tiger locations.

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