



### *Planting with Purpose...*

## *The North West Company Builds Community Vegetable Garden in Gilbert Park in Support of the United Way's 'Days of Caring'*

(**Winnipeg** – June 14, 2010) Over the next week, employees and management of The North West Company will plant vegetables and fruit bushes at a Community Garden in the Gilbert Park Housing Complex so that children, youth, families and community partners can benefit from fresh fruits, vegetables, flowers and composting tools while learning to maintain and safeguard a valuable resource through community engagement.

The Garden is part of the Boys and Girls Clubs of Winnipeg's Youth for EcoAction program which operates out of its Gilbert Park Club. The week-long event is in celebration of the United Way's Days of Caring campaign and to have employees experience what their donations and the United Way can accomplish in their community.

Michael McMullen, executive vice president, northern Canada retail division for The North West Company said, "The United Way does great work in so many different areas in our community, being here today is a way for all of us to give back and showcase that the power of one equals the power of many."

Throughout the summer, Boys and Girls Club members, along with the help of local community groups, will tend the garden. "Our Community Garden Projects serve as a valuable tool to link our young members to the land," says Executive Director Mike Owen.

In 2009, more than 500 volunteers from 41 workplaces, schools and community groups participated in a United Way Days of Caring, completing a total of 91 short-term projects for United Way agency partners in need of additional human resources. (Insert name & title), United Way of Winnipeg said, "(insert quote here)."

**Media are invited to attend the first day of United Way Days of Caring campaign as volunteers from The North West Company plant vegetables and fruit bushes at Gilbert Park (71 Gilbert Avenue) on Monday, June 14, 2010 at 10:30 a.m.**

**In attendance will be: (how many estimated North West Company employees) including (whomever we feature in the release, i.e.: Scott McKay), representative**

**from the United Way of Winnipeg, Boys and Girls Clubs of Winnipeg members and representatives and residents of the Gilbert Park community.**

***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 the Caribbean. North West operates 224 stores under the trading names Northern, NorthMart, Giant Tiger, AC Value Center, and Cost-U-Less. To learn more, visit [www.northwest.ca](http://www.northwest.ca)*

*The units of the fund trade on the Toronto Stock Exchange under the symbol "NWF.UN".*

***About Boys and Girls Clubs of Winnipeg:***

Boys and Girls Clubs of Winnipeg is a United Way member Agency that operates ten community-based clubs, offering a range of after school programs, such as nutrition education, homework assistance, arts and crafts, computer learning, sports and recreation, pre-employment training and youth leadership. Boys and Girls Clubs of Winnipeg is a non-profit organization that depends on grants, private donations and volunteers to accomplish its mission. To learn more, visit [www.wbqc.mb.ca](http://www.wbqc.mb.ca).

***About United Way of Winnipeg:***

United Way of Winnipeg is at work in every corner of our city, creating opportunities for a better life for everyone. Each and every day, United Way has a profound impact on all our lives.

When you support United Way, you are supporting programs and strategies that offer young people an alternative to the streets, help families achieve financial independence, and improve neighbourhood health and personal well-being.

**For more information, please call:** David Lui, Director of Marketing at 204-934-1651 E-mail: [dloi@northwest.ca](mailto:dloi@northwest.ca), 77 Main Street, Winnipeg, R3C 2R1