



PRESS

Canada Goose Opens Two New Resource Centres in Northern Canada

Program honours and supports important Inuit tradition of craftsmanship through donation of sewing materials and supplies

TORONTO, ON (October 3, 2013) – Canada Goose, one of the world’s leading manufacturers of extreme weather outerwear, and First Air, Canada's largest Arctic airline, announced this week the opening of two new locations of the Canada Goose Resource Centres – Kuujjuaq in northern Quebec, and Rankin Inlet in Nunavut. The Canada Goose Resource Centres provide communities in northern Canada with access to free sewing materials including fabric, zippers, buttons and other supplies used to craft their own traditional outerwear designs for community members.

“The Canada Goose Resource Centres are our unique way of giving back to a community that is vital to our company and our country,” said Kevin Spreekmeester, Senior Vice President of Marketing, Canada Goose. “Through this program and the help of First Air, we’re able to honour and support the culture, heritage and people of the northern communities as well as celebrate true Canadian craftsmanship.”

First established in Iqaluit and Pond Inlet, the Canada Goose Resource Centres have been donating materials for sewers to create unique apparel designs since 2010. Each centre will be open once per month for community members to access donated sewing fabrics and other supplies that would otherwise be unavailable in these remote locations or too costly.

“Giving back to the communities where we live and work is crucial to us. This initiative enables us to positively impact the people in northern Canada in a significant and meaningful way,” said Chris Ferris, Executive Vice President, Marketing & Sales, First Air. “For the sewers who serve a vital role in their own communities, the centres not only make a practical difference in their day-to-day lives, but directly support the traditional sewing practices for future generations.”

About First Air

Founded in 1946 as Bradley Air Services, First Air is Canada's largest Arctic airline providing scheduled passenger and cargo service between 26 northern communities with connections to Edmonton, Winnipeg, Montreal and Ottawa.

About Canada Goose Inc.

For over 55 years, Canada Goose has been committed to producing the best extreme weather outerwear in the world; proudly made in Canada. From the South Pole research facilities and the Canadian High Arctic, to the streets of New York City, Stockholm, Milan, Toronto and Tokyo, people wear Canada Goose products because of its reputation for authenticity, best quality, functionality and iconic style. Canada Goose supports Polar Bears International as well as a number of charitable organizations and outdoor ventures that provide commitment to Arctic stewardship and the environment. Visit www.canada-goose.com for more information on Canada Goose.

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