

May 30, 2002

Mountain Equipment Co-op (MEC) Open For Business in Winnipeg:

MEC Invites Winnipeg to Meet the Mountain

Winnipeg, MB – When Mountain Equipment Co-op's new store opens its doors at the corner of Portage and Donald at 10:00am on May 30, Manitoba's community of outdoor enthusiasts will discover a bustling new gathering place.

"Manitoba is rich with opportunities for outdoor adventure, with many parks to camp in, winding trails to hike, and spectacular waterways to paddle," says Premier Gary Doer. "We're very happy to welcome an organization that helps people take advantage of Manitoba's natural splendour in a sustainable way."

Mountain Equipment Co-op (MEC) provides Manitobans with everything they need for wilderness recreation adventures. This includes a wide assortment of outdoor gear, expert advice and related services for cycling, hiking, camping, paddling, mountaineering and climbing. Additionally, MEC builds relationships with local organizations and individuals that share a passion for the outdoors. In many ways, Mountain Equipment Co-op's newest store will help revitalize downtown Winnipeg.

"We are delighted to have MEC bring the vitality of outdoor recreation into the heart of Winnipeg," comments Mayor Glen Murray. "This environmentally and community-minded organization will stimulate the kind of activity – economic and otherwise – that we would like to see shaping the future of our downtown core."

MEC is excited to provide long-standing members in Manitoba with the experience of face-to-face service closer to home. What sets MEC apart from other retailers is a focus on high quality, affordable outdoor gear, experienced staff, co-operative values, and an environmental commitment integrated into store operations.

"It is gratifying to bring Manitoba's 25,000 MEC members the store they've been waiting for," says MEC CEO Peter Robinson. "Now, all Manitobans will be able to directly access gear, services and information at MEC to help them safely engage in wilderness recreation," Robinson adds.

During the Grand Opening festivities from May 30 – June 2, visitors will discover a variety of activities, from the indoor climbing wall to family barbecues. With draws for a one and two week all expense paid paddling adventure and a \$1000 opening day gear grab for one lucky member, there will be plenty of action at the corner of Portage and Donald.

MEC's new Winnipeg store is the second Canadian retail building to comply with Canada's C2000 Green Building Standard – the first was MEC's Ottawa store. Developed with the most rigorous specifications yet, MEC Winnipeg helps set the standard for "green" buildings.

Mountain Equipment Co-op is a member-owned retail co-operative that provides quality products and services for self-propelled wilderness recreation. MEC has 1.6 million members, seven locations across Canada, and both mail order and on-line shopping, available by calling 1-888-847-0770 or visiting www.mec.ca. MEC sells to members only. A share costs just five dollars and entitles you to a lifetime membership.

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