

## Canadian Tire on board with Lake Friendly

By Brook Jones

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Canadian Tire floor manager Pam Wall and store manager Ryan.

Canadian Tire stores throughout Manitoba will now be embracing the Lake Friendly campaign after an announcement on Dec. 16 that will see all store's outlets carrying "Lake Friendly" labelled products.

The campaign, that promotes the use of environmentally friendly products continues to build momentum as more and more retailers become involved, not only in Selkirk but around Manitoba.

Lake Friendly campaign director, Colleen Sklar is encouraged by the growth of the Lake Friendly campaign, now that it has been launched for the first time in markets outside of the Interlake.

"It's absolutely huge because it's hard to get big companies to become involved," she said. "It's key to get the message into

Winnipeg because everyone has to understand that we're all connected to Lake Winnipeg."

Sklar says that purchasing products that are EcoLogo certified is like buying into an understanding of the challenges that face Lake Winnipeg and the South Basin.

"It's an opportunity for us to change our ways when we buy products that are environmentally friendly," Sklar added. "People want to help, however, they may not know how closely connected they are to Lake Winnipeg."

The Lake Friendly campaign that encourages individual action to reduce nutrients and other harmful chemicals from entering the lakes and rivers that drain into Lake Winnipeg has grown considerably during the past two years.

The Canadian Tire in Selkirk was one of the first retailers to adopt the Lake Friendly campaign when the local store that serves the Tri-S region.

According Ryan Szuuts, general manager of the Selkirk Canadian Tire, more and more products are being introduced and stocked on store shelves all the time that are endorsed by the Lake Friendly campaign.

"We jumped on board with carrying the products two years ago," Szuuts said. "It's

great that all Canadian Tire stores in Manitoba are now on board."

The Lake Friendly campaign was launched by the South Basin mayors and reeves as a community approach for all Manitobans to work together in order to reduce the adverse environmental impacts on all lakes and rivers throughout Manitoba.

"It gives me great hope that we may have a chance to pass on a beautiful aquatic environment for our children and our grandchildren," added Sklar.