



Summer is on its way!

Temperatures are rising, the sun is shining and the trees are in full bloom. It's time to get outside and enjoy the pleasures of the north. To enhance your summer entertainment, read more about our new products and services in this newsletter and be sure to stop by one of our Retail Centres (in Yellowknife, Whitehorse, High Level and Fort Nelson) when you have a chance.

For more information, you can also visit our website at nwtel.ca or call us at 1-888-423-2333.

Record and Keep Everyone's Favourite Show

Northwestel now has DVR Expanders that will increase the recording capacity of your current DVR, allowing you to record up to four times as much! DVR expanders

are available at the Northwestel Retail Centres in Whitehorse, Yellowknife, Fort Nelson and High Level for only \$159.95. Visit your local Northwestel Retail Centre, or go to nwtel.ca/TV.

Northwestel Expands Digital TV Service to Fort Smith

This past March, Northwestel officially launched Digital TV service in Fort Smith. With a temporary office location and unbeatable promotions for launch week, it was a busy and exciting time for all involved. Cable Internet was also launched during the same time frame, providing customers with the opportunity to bundle their Internet and Digital TV services for even more value through bundle savings.

This expansion marks one of many advances for Digital TV service this year. Also noteworthy is the launch of On Demand Movies in Fort Nelson.

Find more information about Digital TV service and promotions at nwtel.ca/TV or phone the Customer Care Centre at **1-888-423-2333**.

Spring Tradeshows Season

With Spring Tradeshows wrapped up for another year, Northwestel would like to thank all involved for making these weekends so busy and successful!

With the Retail Centre on-site in Yellowknife and Latitude Wireless on-site in Whitehorse, our booth spaces were buzzing with activity.

It was a fantastic opportunity to meet with customers and talk about Northwestel's promotions, products and services.

Congratulations go out to our over 50 prize draw winners who are able to enjoy everything from FREE On Demand movies and FREE HD DVRs, to framed prints and \$200 bill credits.

Summer Bonanza

As the weather gets warmer and brighter, so do our stores and this gives us reason to celebrate! Stay tuned to find out when this year's Summer Bonanza will take place so you can be sure

to stop by the Northwestel Retail Centres to enjoy the great promotions and a FREE popsicle (or two) on a hot day.

F-Secure

Northwestel PC Protection Plus is an all-in-one security package that safeguards your computer against threats, leaving you worry-free. With Northwestel PC Protection Plus, powered by F-Secure, you don't have to be concerned about viruses, spyware, spam or other online threats that could jeopardize your computer or browsing experience.

Subscribe to Protection Plus in four easy steps:

- Sign up at nwtel.ca/protection-plus to obtain your subscription key
- Download and install
- Scan your computer for viruses
- Enjoy your continuous, real time, up-to-date protection!



In Your Community

One of Northwestel's most successful environmental initiatives marked its tenth anniversary this spring by expanding to a new area of the North. Our annual Directory Recycling Program was held for the tenth time this year and we decided to make the program even better by offering it for the first time ever in Iqaluit.

The program invites schools to collect outdated Northwestel telephone directories for recycling, in return for cash donations from Northwestel for school programs and activities. The initiative began in 2002 in Yellowknife and Whitehorse and has grown to include a number of other communities in Yukon, NWT and northern BC. This spring, for the first time, schools in Iqaluit were also able to participate.

"We are very interested in the Northwestel Directory Recycling Program," said Terry Young, Principal of Inuksuk High School in Iqaluit. "The program is a great idea not only because of the immediate effect on the environment and the effort to recycle paper, but also because it has the potential to affect attitudes and make people more aware of the need for recycling."

Between 2002 and 2010, the program sent 103,000 directories to recycling facilities and provided more than \$154,000.00 in Northwestel donations to northern schools.

"We are very proud of the success of this program," said Anne Kennedy, Northwestel Director Communications. "It's a great opportunity for students to have a personal learning experience about the importance of recycling, to raise money for their schools, and to divert directories from our landfills."

Northwestel is also proud to sponsor the following events and activities across our operating area:

Yukon

Northwestel Indoor Soccer Championships (Yukon) – Whitehorse
28th Annual Northwestel Yukon Loppet – Whitehorse
Thaw-Di-Gras Spring Carnival – Dawson City
21st Annual Canadian Bar Association Law Day
Charity Fun Run – Whitehorse
Dawson City International Short Film Festival
YWCHSB Great Melon Splat – Whitehorse
Yukon Native Hockey Tournament – Whitehorse
Whitehorse Poetry Festival
Kluane Mountain Bluegrass Festival – Whitehorse
Mayo Midnight Marathon
PGI Golf Tournament For Literacy – Whitehorse
Canadian Cancer Society Head Shave – Whitehorse



Students at École des Trois Soleils and four other Iqaluit schools took part in the Northwestel Directory Recycling Program this spring.

École des Trois Soleils created its own flyer to encourage students to take part in the program.

Photos by Ed Maruyama.

Northwest Territories

Northwestel Yellowknife Loppet
Yellowknife Film Festival (Western Arctic Moving Pictures)
Mad Trapper Rendezvous Carnival – Aklavik
NWT Chamber of Commerce AGM – Yellowknife
13th Annual Aurora Open Golf Tournament – Fort Smith
NWT Association of Communities AGM – Yellowknife
14th Annual CNIB Yellowknife Lions Charity Golf Tournament
Great Northern Arts Festival – Inuvik

Nunavut

PGI Golf Tournament for Literacy – Iqaluit
Alianait Arts Festival – Iqaluit

Northern British Columbia

39th Annual Oilmen's Curling Bonspiel – Fort Nelson
13th Annual Northern Rockies Triathlon – Fort Nelson
Dease Lake Annual Lake Trout Fishing Derby
Canadian Cancer Society Relay for Life – Fort Nelson
Hoops for Homes – Fort Nelson
Fort Nelson Senior's Society

Contact us: Northwestel Link, P.O. Box 2727, Whitehorse, YT Y1A 4Y4

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For information on our products and services, call 1-888-423-2333.

 **Northwestel**
Bringing us together.