



HUDSON'S BAY CO.



NANAIMO MUSEUM

For immediate release

Hudson's Bay Company and the Nanaimo Museum get fired up to raise funds for the Nanaimo Bastion

One-of-a-kind Bastion Cannon Art event happening this weekend

Nanaimo, BC, May 20, 2010 – Hudson's Bay Company and the Nanaimo Museum are raising funds with a number of exciting events and initiatives beginning this weekend to help restore the Nanaimo Bastion - a 157 year old monument located in the Harbour City.

Those in the Nanaimo community are invited to come out to the Cannon Art Affair event at the Pioneer Waterfront Plaza at 8:00pm on Sunday, May 23rd to witness the creation of the Bastion Cannon Art. On behalf of the Hudson's Bay Company, Fred Hoppe, District Manager of Zellers Western stores, will be firing two 19th century cannons filled with acrylic paints at a specially prepared canvas. There will be five canvasses in total, with three other Bastion sponsors each firing the two cannons at the other canvasses, with the final one to be fired by the winner of a draw taking place at the event. Each sponsor will work with a local volunteer artist to transform these canvasses into works of art, which will be displayed locally throughout the summer. There will be entertainment for the whole family, including a live musical performance, fire dancing and Highland dancers. Children will be able to participate in Hudson's Bay Company heritage activities, including a Hudson's Bay Company pouch-making activity.

Beginning this Friday, May 21st until the Labour Day long weekend, residents and tourists are invited to watch the must-see daily noon cannon firings at the Pioneer Waterfront Plaza. The Bastion itself will be closed to the public while remediation work takes place.

Nanaimo residents and visitors can do their part by purchasing \$1 Passion for the Bastion cut-outs or a Bastion reusable tote bag for \$4.00 at any Bay, Zellers or Home Outfitters store in Nanaimo with 100 per cent of the net proceeds going towards the restoration of the Bastion.

"The Nanaimo Bastion is not only an important historical structure for the Hudson's Bay Company, but also the local community in Nanaimo," said Fred Hoppe, District Manager of Zellers Western stores. "We are helping in any way possible to help raise funds for the Bastion to ensure it's restored to its former glory."

Hudson's Bay Company is also excited to announce the launch of a Hudson's Bay Company Collection shop in the Nanaimo Museum, which will open to the public on the May 24th long weekend. A selection of Hudson's Bay Company Collection merchandise, including the iconic Hudson's Bay Company point blanket will be available for purchase in the Museum.

Hudson's Bay Company kick-started fundraising efforts with an \$80,000 donation to the Nanaimo Bastion on March 30th. An estimated \$300,000 price tag has been attached to the restoration of the Nanaimo Bastion, the last free-standing Hudson's Bay Company Bastion.



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About Hudson's Bay Company

Hudson's Bay Company, the Canadian retail entity of Hudson's Bay Trading Company (HBTC), is Canada's largest diversified general merchandise retailer. Founded in 1670, The Hudson's Bay Company operates the Bay, a major department store, Zellers, a mass merchandise format, Home Outfitters, a kitchen, bed and bath specialty store, and value-priced Fields stores. With more than 600 retail outlets and over 60,000 associates in Canada, Hudson's Bay Company banners provide Canadians with stylish, quality merchandise at great value and with a dedicated focus on exceeding customer expectations.

About Nanaimo Museum

The Nanaimo Museum has been in operation since 1967 and in 2008 it was moved into a new state-of-the-art home in the Vancouver Island Conference Centre. This museum is a place to DISCOVER AND ENJOY fresh interpretive exhibits reflecting the unique lifestyles of Nanaimo, the Harbour City. The extraordinary replica Coal Mine Experience will open in the summer of 2010. The Nanaimo Museum is located in beautiful downtown Nanaimo at 100 Museum Way. For more information visit www.nanaimomuseum.ca or call 250 753 1821.

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