

## **Mountain Equipment Co-op is coming to London, Ontario** *Quality products for cycling, hiking, running and more will be available at MEC*

July 18, 2011, Vancouver, BC – Mountain Equipment Co-op (MEC) today announced that it will open its newest store in London, Ontario, early this fall. Residents of the city and surrounding area who lead or aspire to active lifestyles will find MEC to be a retailer that offers quality gear and clothing to support a range of popular outdoor activities.

“Be it for cycling, hiking, running or wearing an outdoor lifestyle on your sleeve, we are keen to bring MEC’s quality products, fair prices and service ethic to London,” said MEC CEO David Labistour. “Whether you are a member from south-western Ontario today or want to become one soon, MEC exists to support you being active outdoors.”

The outdoor retailer’s new London store will open in Wellington Commons, on the city’s south side near Highway 401. The location will provide easy access to new and existing MEC members alike.

The store site will undergo a thorough refurbishment, to make way for clothing, gear and services that embody MEC’s celebration of being active and outdoors.

MEC’s new London store will employ approximately 20 people. The hiring process is in high gear and service-oriented individuals who possess retail and outdoor experience are encouraged to visit [www.mec.ca/jobs](http://www.mec.ca/jobs) for more information.

A best-in-class employer, MEC was recognized as one of Canada’s Top 100 Employers in 2010. The co-operative provides its staff with a comprehensive knowledge-based training program designed to deliver positive and informative member service. Part- and full-time MEC employees are eligible for a comprehensive benefits package.

### **About MEC**

Currently celebrating its 40<sup>th</sup> anniversary, Mountain Equipment Co-op is Canada’s leading retailer of outdoor clothing, gear and services for self-propelled activities like cycling, hiking and paddle sports, among many others. Today MEC has more than 3.5 million members throughout Canada. It serves its members through 14 destination stores in 6 provinces as well as [mec.ca](http://mec.ca). Widely recognized for its commitment to community and sustainability, MEC is a member of 1% for the Planet and supports various outdoor recreation and environmental initiatives through its community grants program. Anyone can join MEC and become part-owner in the Co-op, by purchasing a \$5 lifetime individual membership. More information about MEC is available at [www.mec.ca](http://www.mec.ca).

**FOR MORE INFORMATION:**

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