



NEWS RELEASE

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Bois Forte opens multi-service convenience store in Nett Lake

Feb. 8 grand opening celebrates much-needed addition to village, manager says

NETT LAKE, Minn. – As winter takes its fierce hold, Nett Lake residents say they're relieved they can now wash their whites in town.

The Bois Forte Band of Chippewa has built a multi-service convenience store in the center of Nett Lake that provides residents with a number of first-time amenities: an ATM, a deli and a Laundromat with a state-of-the-art water softener that won't ruin their whites.

"Before, even Nett Lake residents who own a washer and drier made the half hour drive to Orr to wash their whites because the water up here is so hard," said store manager Dan Lambert, a 31-year-old Band member.

Broaster Company's Broasted Chicken and Picadilly Pizza will draw residents to the store, Lambert said, while on-site gas pumps and a mail drop-box will make their trip practical. "Whether you need spark plugs, milk or cash, this is your one-stop shop," Lambert said. "For Nett Lake, it's the ultimate multi-service center."

The store's grand opening will be celebrated Friday Feb. 8 from 11 a.m. to 1 p.m., including drawings for prizes, pizza samples and discounted gas. Lambert said he plans to seize the opening as a chance to educate his neighbors on the store's many features. For example, it offers pre-paid credit cards so residents can bring in their paychecks and load the money onto a Visa or Master Card. The store also provides Savers Cards, awarding customers a stamp for each purchase of \$3 or more and discounts once they fill

a card with 10 stamps.

Perhaps most appealing, Lambert said, is the significant expansion of merchandise compared with Nett Lake's gas station, ranging from automotive products to house ware. And because the store orders goods in conjunction with the high-volume orders of Bois Forte's Y-store, Wilderness Golf Course and Fortune Bay Resort Casino, it can offer lower prices. For instance, Lambert said, a 12-pack of pop that typically cost Nett Lake residents \$6 will cost less than \$4.

The convenience store, which several Bois Forte Band members helped build, will draw the community together, Lambert said. Sharing a meal has a unique bonding power, he said. Having a place right in Nett Lake where folks can meet and mingle over food will strengthen the village's social fabric. "It will keep them in Nett Lake and help neighbors become friends."

It'll help children become readers, too, Lambert hopes. He's setting up a book club at Nett Lake School to reward voracious young readers with free pizzas.

"This store," Lambert said, "is what Nett Lake has needed for quite a while."

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