

Wednesday, October 5, 2011

**Mountain Equipment Co-op publishes Accountability Report**  
*Digital format improves access and gives users choice about level of detail*

Vancouver – Mountain Equipment Co-op (MEC) has published its Accountability Report, providing a comprehensive view of the popular outdoor retailer’s practices and performance across its business, from how products are designed and manufactured, to store operations and community involvement, to economics and governance.

This report is MEC’s first to be published online, at [www.mec.ca/accountability](http://www.mec.ca/accountability). The digital format improves access to the report and provides for regular updates. It also offers a better user experience, allowing someone to view summary information, detailed explanations or relevant stories at their discretion.

“At MEC, transparency is only part of what accountability entails,” said CEO David Labistour. “Accountability means being a successful retailer that fulfills active Canadians’ expectations for quality products, it means understanding the materiality of our footprint in economic, social and environmental terms, and it means doing our part to conserve Canada’s natural heritage.”

MEC Director of Sustainability and Community Esther Speck said, “By continually examining our practices, setting goals, and tracking performance against them, MEC’s Accountability Report helps us make better decisions and drive positive change.”

A dashboard of key performance indicators in eight areas of MEC’s business gives a snapshot of where MEC has made progress and others where it has fallen short.

**About MEC**

Currently celebrating its 40th anniversary, Mountain Equipment Co-op is Canada’s leading retailer of clothing, gear, and services for outdoor activities such as cycling, hiking, and paddlesports. MEC has more than three million members throughout Canada, whom it serves through 14 destination stores in six provinces as well as [mec.ca](http://mec.ca). Widely recognized for its commitment to 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).

–30–

**FOR MORE INFORMATION:**

**Deborah Robinson**

Public Relations Coordinator

604.707.3355 (direct)

[deborah.robinson@mec.ca](mailto:deborah.robinson@mec.ca)