

hmv Canada Announces Newest Location in Alberta!

Written by Australian Business

hmv Canada continues to expand with its newest store opening in Fort McMurray.

TORONTO, Oct. 3, 2013 /CNW/ - [hmv Canada](#), the country's premiere retail destination for music and entertainment is pleased to announce today its new location in Fort McMurray, Alberta is now open. This new permanent location in Peter Pond Mall, opened its doors to the residents of Fort McMurray, yesterday.

"This is a market we have been targeting for a number of years," said Harvey Berkley, CFO, hmv Canada. "The hmv location in Grande Prairie has proven immensely successful and we feel that this newest addition in Fort McMurray will help strengthen the brand within the province."

Nick Williams, President and CEO, hmv Canada elaborates "With a strong demand for CDs and DVDs present in this unique market, we are extremely excited to open the doors of hmv in Fort McMurray. With a renewed strength and excitement for our business, evident in our results, we look forward to serving our new guests and engaging with the community. "

hmv Canada anticipates exciting fourth quarter sales through this location driven with upcoming releases such as *Man of Steel*, *Pacific Rim*, and *Fast and Furious 6* on DVD and Blu-ray plus new albums from *Lady Gaga*, *Celine Dion*

hmv Canada Announces Newest Location in Alberta!

Written by Australian Business

, and *Arcade Fire*

coming this holiday season. Paired with great seasonal campaign offers as well as a diverse product mix including gift and collectibles, t-shirts and seasonal merchandise, hmv

Canada

is home to entertainment for

Fort McMurray

residents.

In addition, hmv Canada will open six temporary pop-up store locations across the country this holiday season.

About hmv Canada

hmv Canada's first store opened in 1986, from which it has grown to become a Canadian entertainment market leader with 112 stores from

Newfoundland to British

Columbia
including flagship locations in
Toronto

,
Edmonton

, and
Montreal

. hmv
Canada

is an innovator in its market, launching in 2009

hmvdigital.ca

its digital music store, in 2010, the

[hmv Pure](#)

customer rewards program, which has attracted over 1.4 million paid cardholders, and in 2012

[The Vault](#)

music streaming service, giving users access to millions of tracks to stream on a personal computer or mobile device. hmv has been named Canadian Music Retailer of the Year for the past 20 years, and has also been recognized as the Canadian Entertainment Network DVD

Retailer of the Year. In

July 2011

, Hilco acquired hmv

Canada

from the UK's HMV Group plc.

hmv Canada Announces Newest Location in Alberta!

Written by Australian Business

SOURCE HMV Canada Inc.