

Media Advisory



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Vince's Market - Sharon



Vince's Market - Newmarket



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Vince's Market - Market & Co.,
Upper Canada Mall

Contact Neil Moore for
high-resolution images.

Vince's announces recipient for 2020 Community Product Initiative

NEWMARKET, ON, FEBRUARY 25, 2020: Since launching in 2018, the Vince's Market Community Product Initiative has raised just over \$40,000 for eight vital organizations. It has been a collaborative effort between customers, staff, vendors – and our stores – and the support we've received has exceeded expectations.

We've also learned much during these two years, and have asked ourselves: "How can we make this successful program even better?"

For 2020, we have decided that focusing our efforts on a single, regional recipient would make an even greater impact on the communities we serve. And after careful consideration, we have chosen the Women's Centre of York Region (WCYR).

For women who have identified the need and desire for positive change in their lives, WCYR offers unique programming and services that address a wide range of circumstances.

Since 1977, the organization has offered a safe place where women can get the support they need to grow self-esteem, along with the tools to develop a plan of action, and the opportunity to build the required skills to help themselves and their families.

The Women's Centre offers programs like *Making Changes*, *Enterprising Careers*, *Financial Empowerment*, the *WCYR Counselling team*, and many more.

In 2019, the WCYR was able to serve more than 745 women. This year, they are hoping to increase that number with the support of the Vince's Market Community Product Initiative.

Please join us at the Women's Centre of York Region on March 5 to launch this year's program, and find out more about the work of this life-changing organization.

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Where: Women's Centre of York Region, 16775 Yonge St. #207, Newmarket

When: 10 a.m., March 5, 2020

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About Vince's Market:

Vince's Market is a nationally recognized and award winning, small footprint fresh food retail chain. This privately held company employs more than 300 people in York, Durham, and Simcoe Regions, serving the communities of Sharon, Newmarket, Uxbridge and Tottenham. In 2014, their Newmarket location was awarded 2nd place in Canada for their category from the Canadian Federation of Independent Grocers. In 2017, 2018, and 2019, the chain was recognized as one of "Canada's Best Managed Companies."

For further information, visit www.vincesmarket.com