

PRESS RELEASE



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WCYR announced as recipient of 2020 Community Product Initiative

NEWMARKET, ON, MARCH 9, 2020: Vince's Market is pleased to announce the Women's Centre of York Region (WCYR) as the 2020 recipient of their Community Product Initiative.

Since 1977, WCYR has been offering unique programs and services to women who have the need and desire to make positive changes in their lives. The organization offers a safe place where they can get the support 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.

"Vince's has chosen the Women's Centre because of its immense impact in empowering women across the region," said Maria Ciarlandini, Vince's Market community ambassador.

Programs like Making Changes, Enterprising Careers, and Financial Empowerment are among the many offered at WCYR – which served more than 745 women in 2019. It's a number they hope to increase with the support of the Community Product Initiative.

Vince's launched the initiative in 2018, and since then it has raised more than \$40,000 for eight life-changing causes. For 2020, it was decided that focusing yearly efforts on a single, regional recipient would make an even greater difference in the communities they serve.

"With the help of our customers, vendors, and staff, we hope to exceed the tremendous results we've achieved so far," said Giancarlo Trimarchi, Partner and Chair of the Community Support Committee at Vince's Market. "Now that the program is well established, we hope our 'community product' becomes a regular item in their shopping baskets – a win-win for our customers and this important cause."

see next page



On hand for the March 5 presentation were (from left): Angela Vegh, WCYR board director; Judith Puttock, WCYR board chair; Margaret Cheung, WCYR interim executive director; Maria Ciarlandini, Vince's Market community ambassador; Kate Riley, WCYR facilitation and frontline staff member; and Allison Hermann, WCYR financial empowerment coordinator.

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from previous page

The Community Product Initiative launched in January 2018. It has been growing weekly, with funds accruing at each of the four main stores. Every quarter, a new 'community product' will be announced, from which 15 percent of total sales of that item are set aside.

Vince's Market is no stranger to corporate philanthropy, having supported many worthwhile causes that include Southlake Regional Health Centre, Cedar Centre, Inn from the Cold, Toonies for Tummies, Easter Seals Foundation, Big Bike for Heart and Stroke, and more.

For more information about the Community Product Initiative:
vincesmarket.ca/communityproduct

— 30 —

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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