

Media Release

Vince's
MARKET



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Vince's Market expands their community support

Four local charities announced as recipients of 2018 "Community Product Initiative"

NEWMARKET, ON, JANUARY 8, 2018: Long recognized for their commitment to local charities, Vince's Market is adding yet another layer of community support. This award-winning independent grocery chain is launching the **Community Product Initiative**.

Starting with the January 5-11 flyer, and each one moving forward, Vince's will identify one 'community product.' Each store will then donate 15 percent of total sales of that item – during the flyer period – to the Community Project selected by that location. Funds for each project will grow throughout 2018, and by year end, the company looks forward to making a significant contribution to four important causes.

Leading up to the launch, team members and customers of Vince's Market had the opportunity to select a charitable organization within the municipalities served by each of their four stores: Newmarket, Sharon, Uxbridge – and the recently-opened Tottenham location.

These are the Community Product Initiative recipients for 2018:

Newmarket: Doane House Hospice

Doane House Hospice is a dynamic non-profit organization, dedicated to enhancing quality of life through non-medical support for those affected by, or caring for, an individual with a life-threatening illness. They also provide bereavement support. The vision of DHH is to make volunteer hospice care accessible to all in the community.

Sharon: Blue Door Shelters

Blue Door Shelters provides safe, supportive shelter and services for people who are homeless or at risk of becoming homeless. Initiated as a shelter for single men in 1982, Blue Door Shelters has expanded its services to include emergency shelter programs for families and youth.

Tottenham: Tottenham Food Bank

Tottenham Food Bank provides this essential service with no judgement or restrictions. They have two locations – in Tottenham and Beeton – which are open every Tuesday afternoon and evening to all residents who find themselves in need.

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Uxbridge: Uxbridge/Scugog Animal Shelter

The Uxbridge/Scugog Animal Control Centre has been pairing local families with dogs and cats for generations. Located on Reach St., the shelter is responsible for animal control across Uxbridge and Scugog Townships. Their dedicated team of full-time, part-time and volunteer staff provides care for dozens of injured stray cats and dogs until they can be reunited with their owners, or placed for adoption.

Vince's Market looks forward to supporting all of these vital organizations with their Community Product Initiative fundraising.

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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, the chain was recognized as one of "Canada's Best Managed Companies."

For further information, visit www.vincesmarket.com