

Media Release

Vince's
MARKET



Related Images:



Vince's Market - Sharon



Vince's Market - Newmarket



Vince's Market - Uxbridge



Vince's Market - Tottenham



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

Contact Neil Moore for
high-resolution images.

Vince's announces recipients for 2019 Community Product Initiative

NEWMARKET, ON, JANUARY 30, 2019: Following the successful wrap-up of year one of the Community Product Initiative – and the awarding of \$25,164 to four life-changing charities – Vince's Market is announcing the 2019 program recipients.

"We are more than pleased with the response from our customers, allowing us to make four large contributions in 2018," said Giancarlo Trimarchi, Partner and Chair of the Community Support Committee at Vince's Market. "Now that we have established this program, we hope our 'community product' becomes a regular item in their shopping baskets – a win-win for our customers and these local causes."

Newmarket: Community Living Central York

Founded in 1954, Community Living Central York provides a friend, a job, and a home to adults in our community with an intellectual disability. CLCY's support and care is lifelong – for as long as it is needed.

Our Vision: A community where everyone belongs.

Our Mission: Enable people with an intellectual disability to achieve their fullest potential.

CLCY supports approximately 400 individuals each year. Services include, day support programs, employment strategies and job placement, supported group living, supported independent living, associate/foster family care, and respite support.

Plans are underway to move into a new, larger home on Penrose Avenue in Newmarket – one that will reduce the wait list and greatly increase programming capacity. For more information, please visit: <http://www.clnad.com>

Sharon: Holland Landing Food Pantry

Holland Landing Food Pantry prides itself in the philosophy of giving a hand up, not a hand out. It is the only in-library, pop-up food pantry in York Region, located at the East Gwillimbury Public Library, Holland Landing Branch.

Assisting families and individuals with food security issues, this essential service provides access to food without the barrier of transportation – and the costs associated with travelling to a food pantry in another community.

Community members and business partners, like Vince's, make donations that stay local and support marginalized individuals. Volunteers are also key to their ability to support the large number of clients they serve monthly.

The organization takes a holistic approach to wellness, which includes literacy, employment assistance, housing, and social services referrals.

For more information, contact christinestewartconsulting@rogers.com

Tottenham – Matthews House Hospice

Founded in 2003, Matthews House Hospice is a 10-bed Centre of Excellence in Alliston that shoulders the stress and anguish of caregiving – allowing families to focus on their loved ones. This dedicated team of professionals and volunteers walks with them throughout their journey of illness and grief.

MHH provides residential, round-the-clock services, along with in-home care – allowing individuals suffering from illness to remain in comfortable, familiar surroundings. Matthews House Hospice also offers bereavement support and wellness programs, as well as support for caregivers.

Visit <https://www.matthewshousehospice.ca> for more information.

See next page

Media Release



From pg 1,

Uxbridge – Uxbridge Loaves and Fishes Food Bank

Established in 1989 by Uxbridge residents Bob and Dorothy Enkel, the Uxbridge Loaves & Fishes Food Bank is a charitable, non-profit organization that puts food on the tables of approximately 80 to 100 families each month. They serve individuals, couples and families from all walks of life, as well as people on disability and seniors with limited resources.

The organization is led by a volunteer Board of Directors and relies on the dedication of more than 30 volunteers. The Food Bank receives rotating monthly donations of non-perishable and fresh food items from local churches, and benefits from the generosity of individuals, the local business community, and service clubs.

Located at St. Andrew's Chalmers Presbyterian Church, Loaves & Fishes is open every Wednesday from 1-4 p.m.

For more information, please visit: <http://uxbridgefoodbank.com>

Vince's Market would also like to thank Metroland Media Group for their support of The Community Product Initiative by providing complimentary space in the East Gwillimbury Express, Newmarket Era, Uxbridge Times Journal, and Alliston Herald, to promote the item of the week. Thank you for your commitment to the community!

• • • • •

The Community Product Initiative launched in January 2018. It has been growing weekly, with funds accruing at each of the four main stores where Vince's team members had helped select a local charity. With each flyer, a new 'community product' is identified, 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 since founder Carmen Trimarchi purchased their first location in Sharon in 1986. Since then, along with partners Brian Johns and Giancarlo Trimarchi, they have grown the independent grocery chain, allowing Vince's to commit a significant annual budget to community sponsorships.

For more information on the Vince's Market Community Product Initiative: <https://vincesmarket.ca/communityproduct/>

Media Contact:

Neil Moore
Brand Manager,
Vince's Market
905.717.7474
neil@vincesmarket.com
vincesmarket.ca

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 and 2018, the chain was recognized as one of "Canada's Best Managed Companies."

For further information, visit www.vincesmarket.com