

# 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

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high-resolution images.

## Local charities receive funds from first 'Community Product Initiative'

### Vince's annual program wraps up inaugural year with significant donations, driven by customers and staff

**NEWMARKET, ON, JANUARY 9, 2019:** Year one of the 'Community Product Initiative' wrapped up today, with an announcement of the overall final tally of \$25,164 – and a cheque presentation to four life-changing organizations.

The program launched in January 2018, and has been growing weekly with funds accruing at each of the four main stores, where staff and customers had helped select a local charity. With each flyer, a new 'community product' was identified, from which 15 percent of total sales of that item were set aside.

"To say we are pleased with the response would be an understatement," said Giancarlo Trimarchi, partner, CFO and Controller at Vince's Market. "This was driven by team members and customers, and the amount raised exceeded our expectations."

Representatives from each of the four recipient organizations were on hand to receive their share of the donations.

"The funds raised are greatly appreciated by all of our staff, and the Township of Uxbridge and Scugog," said Animal Control Officer Jessica Pett. "The money will be used to fund, create improvements, purchase equipment and improve the level of care for animals in the new Uxbridge-Scugog Animal Shelter."

A representative from Tottenham Food Bank noted that the funds will be put to good use keeping shelves full during those periods when donations are down. "This time of year we get a lot of volume," said food bank president Robin Hawkes. "Between Thanksgiving and Christmas, however, we are very lucky, but that has to last us until Thanksgiving again next year."

Blue Door Shelters operates three emergency housing facilities, Leeder Place, Porter Place and Kevin's Place, providing a safety net for the families, men and youth in York Region. Business Director Emmy Kelly noted the donation will be used for, "the provision of the Employment and Housing Start-Up Programs, life skills and support groups. These are designed to empower clients to connect to the community and thereby increase their chances of retaining housing."

Doane House Hospice Executive Director Juliet Irish adds: "Vince's Annual Community Product Initiative is a wonderful idea, as it brings great awareness to the charities, as well as much-needed funds. We are earmarking their donation to our Caregiver Self-Care program. As the quote from Eleanor Brown says: 'Rest and self-care are so important. When you take time to replenish your spirit, it allows you to serve others from the overflow. You cannot serve from an empty vessel'."

See next page

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From pg 1,

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.

These were 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. DHH also provides bereavement support. Their vision 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 judgment or restrictions. There are two locations – Tottenham and Beeton – which are open every Tuesday afternoon and evening to all residents who find themselves in need.

## **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.

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From left: Giancarlo Trimarchi (Vince's partner), Juliet Irish (Doane House Hospice), Maria Ciarlandini (Vince's Market Community Ambassador), Robin Hawkes (Tottenham Food Bank), Emmy Kelly (Blue Door Shelters), and Jessica Pett (Uxbridge-Scugog Animal Shelter).

## **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.vincemarket.com](http://www.vincemarket.com)