

Press RELEASE

Vince's
A FRESH SHOPPING EXPERIENCE



Vince's Market: **Sharon**



Vince's Market: **Newmarket**



Vince's Market: **Uxbridge**



Vince's Market: **Tottenham**



Vince's Market: **Market & Co.,
Upper Canada Mall**

Vince's announces S.O.S. Food Drive

Funds to purchase food and supplies for four local shelters
Vince's will be matching contributions from donors

SHARON, ON, September 8, 2020: Vince's is pleased to announce the launch of their S.O.S. Food Drive, running September 14-27. S.O.S., stands for "Support Our Shelters," and it's all about making a donation – either at the cash register or online – to help fund the purchase of much-needed food and supplies for four life-changing organizations.

These local shelters have been chosen in the areas served by Vince's stores. Unlike typical food drives, where customers purchase bags of pre-selected non-perishable foods, Vince's is asking customers for small dollar amounts – \$2, \$5, or \$10 – **and will be matching the contributions.** With the money collected, the independent grocer will purchase items specific to the needs of each shelter. This can include fresh produce, dairy, and other healthy meal options.

The advantage of asking for monetary donations, rather than boxes, bottles or cans, is that Vince's can purchase food items at volume pricing unavailable to consumers. Funds can be stretched further.

"Throughout the year, we are involved with a number of organizations who help struggling individuals and families, but in 2020 we are feeling an increased need to step it up," said Giancarlo Trimarchi, partner at Vince's. "During this pandemic, even more people are feeling food uncertainty, which puts added pressure on the organizations who support them. We are proud to be able to lend a hand."

These are the recipients of Vince's S.O.S. Food Drive:

North House:

North House assists the most vulnerable in the townships of Brock, Scugog and Uxbridge through a spectrum of housing supports to help them get back on their feet and into a safe, stable home. North House also offers a Food Assistance Program, which has been essential during the pandemic – in particular to those clients who have been sheltering in place or have lost their incomes.

My Sister's Place:

For 31 years, My Sister's Place has been in operation as a women's shelter, serving south Simcoe County. The organization was established as a non-profit, charitable entity in May of 1987, and has exclusively worked towards ending violence against women and their children.

My Sister's Place is a 12-bed shelter, offering emergency housing and crisis counseling. Services also include outreach and legal advocacy, as well as transitional housing.

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Vince's S.O.S. Food Drive will help North House provide fresh produce, dairy, and other healthy meal options.

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Blue Door:

Blue Door, located in York Region, provides safe and supportive emergency housing, along with housing services and supports for people who are homeless or at risk of becoming homeless. Founded in 1982, they operate three sites: Leeder Place for families, Porter Place for men, and Kevin's Place for male youth.

Community partners, staff and volunteers work tirelessly to provide wraparound supports and resources including housing, mental health, skills enhancement/education, protection from intimate partner violence, settlement, legal support, and more.

Inn From The Cold:

Newmarket's Inn From The Cold supports people experiencing chronic homelessness. They provide a seasonal emergency shelter, transitional housing, a seven-day, daytime drop-in program, case management, and more.

A small staff team and more than 200 volunteers work with clients on their journeys out of homelessness – supporting them every step of the way.

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The team from Inn From The Cold provide meals as well as emergency shelter. Vincès S.O.S. Food Drive is raising funds to purchase food and supplies to help feed those who rely on this essential service.

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About Vincès Market:

Vincès 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