



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 brings smiles to seniors with Project Smile campaign

SHARON, ON, Oct. 24, 2021: Social isolation disproportionately affects older adults, and its negative effects on mental health have been magnified during the pandemic. Now, more than ever, it is essential to bring seniors together for times of sharing and caring.

Seeing such a need in the communities they serve, Vince's directed resources from their Community Support Fund, along with customer donations, to launch the #SOS Project Smile campaign.

"This initiative was created to uplift and bring smiles to our senior communities," said Maria Ciarlandini, Vince's Community Ambassador. "I believe that small acts of kindness can make a large impact, and together with the support of the amazing customers who donated, we were able to do just that."

Project Smile was delayed several times due to the pandemic, but by September, restrictions were eased enough to deliver covid-safe parties at three local retirement homes: Chartwell Alexander Muir (Newmarket/East Gwillimbury), Shobrook Gardens (Uxbridge), and Kingsmere Retirement Residence (Alliston/Tottenham). The Vince's team was excited to put together a selection of custom party platters – including all the trimmings – for each of the locations, and bring some cheer to the residents.

"Social activities are a powerful tool against loneliness, and there's nothing like good food – and good company – to rekindle some of the connections that may have been lost during the pandemic," said Giancarlo Trimarchi, partner at Vince's. "We are pleased we could provide what was needed for these long-overdue celebrations, and thank our customers for contributing as well."

** Note that the parties were restricted to fully-vaccinated guests, and fully complied with all Public Health protocols and restrictions.*

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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 and 2018, the chain was recognized as one of "Canada's Best Managed Companies." For further information, visit www.vincemarket.com