



Vincès Market: Sharon



Vincès Market: Newmarket



Vincès Market: Uxbridge



Vincès Market: Tottenham



Vincès Market: Market & Co.,  
Upper Canada Mall

## Vincès presents cheque to Southlake Foundation, announces 2022 recipient

### Community Product Initiative wraps up successful 2021 campaign

**SHARON, ON, January 13, 2022:** Representatives from Vincès and from the Southlake Foundation assembled for a brief, socially-distanced presentation at the Sharon store today. Here, proceeds from the 2021 Community Product Initiative were released after a successful year-long campaign, and the independent grocer was pleased to announce that \$25,812.61 was raised to support the Mental Health Program at Southlake Regional Health Centre.

Southlake Foundation's Better Begins Today campaign is a \$7.5 million campaign to support the surging demand for treatment that will be addressed with a newly built Emergent Mental Health Assessment Unit and a new 12-bed Adult Inpatient Unit, along with other site improvements. Southlake's mental health spaces are smaller than today's standards, overcrowded and lacking basic necessities to promote healing and recovery. The exceptional mental health care at Southlake requires an urgent investment to create specialized assessment facilities, greater inpatient capacity and enhanced privacy.

The good news is that \$6.5 million has been raised to date (86% of the target), with support from individuals and businesses – like Vincès – helping make such lofty goals a reality.

"Thanks to Vincès Market 2021 Community Product Initiative, Southlake Foundation is closer than ever to achieving the \$7.5 million goal of our Mental Health campaign," said Jennifer Ritter, President and CEO, Southlake Foundation. "We are deeply grateful to Vincès Market, its committed employees and generous customers for recognizing the importance of elevating mental health care for Southlake's communities."

"We are thrilled with the amount raised in 2021, and with the success of this program as we enter our fifth year – thanks to our customers, staff and vendors," said Giancarlo Trimarchi, partner at Vincès. "The Community Product Initiative has so far raised approximately \$83K over the past four years, and we expect continued, strong support in 2022."

### Continued Support for Mental Health

Vincès is also pleased to announce the 2022 recipient of our Community Product Initiative: Canadian Mental Health Association, York Region and South Simcoe. Vincès takes very seriously the mental health challenges that affect so many Canadians – in particular young Canadians, who face a suicide rate that is the third highest in the industrialized world.

"Even before the pandemic, Canadian youth were experiencing a mental health crisis, marked by high rates of depression, eating disorders, suicide and obstacles in accessing youth-specific mental health services," says Rebecca Shields, CEO Canadian Mental Health Association, York and South Simcoe. "The ongoing COVID-19



From left: Vincès Community Ambassador Maria Ciarlandini is with Southlake Foundation's Director of Development Rhonda Flanagan and Community Events Officer Corinna Jones.

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IN SUPPORT OF  
 **SOUTHLAKE**  
FOUNDATION

PROUDLY SUPPORTING  
 Canadian Mental Health Association  
York and South Simcoe  
Mental health for all

# MEDIA RELEASE

**Vincès**  
A FRESH SHOPPING EXPERIENCE



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*from previous page*

pandemic, isolation and disruption of school, workplaces and social recreation are exacerbating this mental health crisis. We are grateful for this year-long partnership with Vince's Market, which is raising much needed funds to support MOBYSS and increase awareness within our community about this unique and lifesaving service for youth."

Since 2015, CMHA YRSS has been tackling the loss of young lives to mental illness, addiction and suicide through MOBYSS (Mobile York South Simcoe), Ontario's first and only, mobile walk-in health clinic for youth aged 12-25 years.

From left: CMHA YRSS Senior Director, Philanthropy Catherine Matzig stands outside the MOBYSS mobile walk-in health clinic with Vince's Community Ambassador Maria Ciarlandini.



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## About Southlake Regional Health Centre Foundation:

Since the inception of Southlake Foundation in 1980, more than \$213 million dollars has been raised in support of Southlake Regional Health Centre. Working with members of the community, hundreds of volunteers, the Southlake Family and our incredible donors, Southlake Foundation will continue to support life-saving medical equipment, infrastructure upgrades and expansions, patient programs and staff education, all for the goal of providing leading-edge care for patients and families, close to home. For more information visit: [southlakefoundation.ca](http://southlakefoundation.ca)

## About Canadian Mental Health Association, York Region and South Simcoe:

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health organization in Canada. As the nationwide leader and champion for mental health with 75 branches across the country, CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience, and support recovery from mental illness and addiction.

CMHA York Region and South Simcoe (CMHA-YRSS) is one of the fastest growing branches of CMHA, last year serving more than 42,000 clients. With a vision of providing Mental Health to All, CMHA-YRSS offers more than 30 mental health and addictions programs for youth, adults, family caregivers, local businesses and community organizations. To find out more about the work of the Canadian Mental Health Association York Region and South Simcoe, go to [www.cmha-yr.on.ca](http://www.cmha-yr.on.ca)

## About Vincès Market:

Vincès 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 2021, their Tottenham location was recognized as the best small-format grocery store in Canada by the Canadian Federation of Independent Grocers (CFG). In 2019, Vincès earned the title of Retailer of the Year at the DCI Star Awards. And in 2014, their Newmarket location was awarded 2nd place in Canada for their category by the CFG. In 2017 and 2018, the chain was recognized as one of "Canada's Best Managed Companies." Vincès is highly active in the community, supporting many life-changing organizations, including food banks, local shelters, hospice, the Women's Centre of York Region, and the Mental Health Program at Southlake Regional Health Centre. For further information, visit [www.vincesmarket.com](http://www.vincesmarket.com)