



Vincès Market: **Sharon**



Vincès Market: **Newmarket**



Vincès Market: **Uxbridge**



Vincès Market: **Tottenham**



Vincès Market: **Market & Co.,
Upper Canada Mall**

MOBYSS awareness event marks halfway point in year-long fundraising initiative

SHARON, ON, July 12, 2022: The MOBYSS bus rolled into the parking lot of Vince's Sharon store on July 8, providing awareness of youth mental health issues, while marking the halfway point of Vince's Community Product Initiative – a fundraising campaign that in 2022 will provide much-needed financial support to this life-changing service.

“Even before the pandemic, youth have been experiencing high rates of depression, eating disorders, suicide, and other mental health crises,” said Giancarlo Trimarchi, Vince's managing partner. “They've also been facing obstacles in accessing the appropriate supports, which is why we've partnered with the CMHA in York Region and South Simcoe to support MOBYSS (Mobile York South Simcoe) – a mobile walk-in health clinic for youth aged 12-25 years.”

MOBYSS provides holistic youth-centred mental health services that include counselling, support, and referrals. Their youth mental health workers and peer support specialists are experienced in dealing with issues such as depression, anxiety, substance abuse, suicide, and many more, as well as those unique to LGBTQ youth.

But MOBYSS is about more than mental health. The team provides confidential sexual and reproductive health care services, along with walk-in medical care for a variety of acute illnesses, wound care, lab testing, and even yearly health exams. Appointments are not required and the services are confidential, not to mention friendly and non-judgmental.

“During the pandemic, we also added virtual services,” said Nuzhat-Fatema Hassanal, Peer Support Specialist. “We can provide counselling and medical support online through zoom or through phone calls.”

The service launched in 2015, with significant upgrades to the bus to create discrete treatment areas where up to three teens at a time can be seen by MOBYSS specialists. The bus continues to travel throughout York Region and South Simcoe, visiting various community centres during the summer, and moves from high school to high school during the remainder of the year.

continued on next page



Representatives from Tre Stelle provide samples to event attendees.



From left: Catherine Matzig, CMHA; Maria Ciarlandini, Vince's; Giancarlo Trimarchi, Vince's; Nuzhat-Fatema Hassanal, CMHA; Fatmah Jahim, CMHA; Joanne Anderson, CMHA.

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

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from previous page

"We are meeting our clients where they're at," said Joanne Anderson, nurse practitioner. "And that might be at school, or even psychologically, coming on as the first step in accessing whatever supports they need, whether that is medical or psychological. And sometimes kids don't have access to their own health card, so we will see them here and get things started."

Services are free for youth, but rely on support from a variety of funders – as well as the community. Vince's has selected the Canadian Mental Health Association, York and South Simcoe as the 2022 recipient of their yearly Community Product Initiative. CPI has raised more than \$83K over the past four years to several life-changing organizations within the communities they serve, and so far has raised \$15,776 for the CMHA. The July 8th barbecue raised an additional \$592.80.

"Mental Health is such an important topic that is affecting our communities – especially our youth," said Maria Ciarlandini, Vince's Community Ambassador. This year's collaboration with CMHA and the MOBYSS bus, through our Community Product Initiative, is bringing much needed awareness plus raising funds. Thank you to everyone who has contributed, either by purchasing a community product in store or online, or by donating directly to CMHA."

Media Contact:

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

Event Contact:

Maria Ciarlandini
Vince's Community Ambassador
maria.ciarlandini@vincemarket.com



From left: Deborah Boynton Robillard and Vince's managing partner, Giancarlo Trimarchi.

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

About Vince's Market:

Vince's 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 (CFIG). In 2019, Vince's 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 CFIG. In 2017 and 2018, the chain was recognized as one of "Canada's Best Managed Companies." Vince's 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.vincemarket.ca

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