



Vincès Market: **Sharon**



Vincès Market: **Newmarket**



Vincès Market: **Uxbridge**



Vincès Market: **Tottenham**

Vincès BBQ raises much-needed funds for student nutrition programs

Highest amount raised as campaign reaches halfway point

SHARON, ON, June 19, 2024: Representatives from the Grocery Foundation were on hand last Saturday at the Vincès Community BBQ. Here, they provided awareness about their “Toonies for Tummies” initiative that benefits student nutrition programs across Canada – including those within the vicinity of Vincès stores.

This annual event helps support the independent grocer’s Community Product Initiative (CPI). Since 2018, it has raised significant funds for a variety of life-changing organizations, such as CHATS, Southlake Hospital, and the Canadian Mental Health Association. Toonies for Tummies is the 2024 recipient of this year-long campaign.

“Communities, such as Sharon, are like many across the country that see tremendous benefits in providing a healthy meal to the more than 1 in 3 at risk of starting the day on an empty stomach,” said Shaun McKenna, Executive Director, The Grocery Foundation.

“While summer and the end of the school year is upon us, the importance of the local breakfast program to the community was made very clear by East Gwillimbury Councillor Susan Lahey and Mayor Virginia Hackson to members of our Grocery Foundation team who had the good fortune to join in on the third annual BBQ,” he added. “We know the dollars raised are going to tremendously benefit the community and we are grateful to Vincès for being so engaged in their local communities and, with our mission, to nourish young bodies and minds so that no child has to attend school hungry.”

Since the beginning of the year, Vincès has raised \$21,482 for Toonies for Tummies through the CPI, with an additional \$768 coming from the June 15 barbecue. Both are unprecedented amounts for Vincès at the halfway point of the campaign.

CPI relies on the support of customers and vendors, setting aside 15 percent of sales of the designated Community Product (typically a staple item) to be accrued for that year’s recipient. Since its inception, CPI has raised approximately \$170K, with big results expected by year-end.

“We are pleased that so many of our customers dropped by on Saturday to support such an important cause,” said Vincès President, Giancarlo Trimarchi. “It is with their

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Teams from Vincès and the Grocery Foundation worked together on June 15 to add \$768 to the \$21,482 already raised by the Community Product Initiative.



Vincès president Giancarlo Trimarchi grilling hot dogs (provided by Maple Leaf Foods), with buns provided by Wonderbrands.

MEDIA RELEASE

Vincès
A FRESH SHOPPING EXPERIENCE



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donations, and with the help of our vendors that we have been able to reach such a significant total – and we're just under halfway through our campaign. We are looking forward to the final results at year-end."

Vincès Community Ambassador Maria Ciarlandini added: "Thank you to everyone who came by and donated at this year's annual BBQ event in support of the Grocery's Foundation's Toonie for Tummies campaign."

Vincès would also like to thank Coke Canada, Maple Leaf Foods, Wonderbrands, and Arla Foods for their contributions to the event.



Left: Vincès Community Ambassador Maria Ciarlandini.

Right: A representative from Arla Foods was on hand with a variety of delicious dips.

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About Toonies for Tummies:

Toonies for Tummies (#Toonies4Tummies) is a Grocery Foundation initiative that brings together shoppers, grocery retailers, and many brands to raise money to support over 1 million hungry children by providing vital funding to local school nutrition programs.

Thanks to the generous support of retailers and the participating brands, 100% of donations made by shoppers in participating stores directly benefit nutrition programs in the store's vicinity. These are increasingly vital to the 1 in 3 children at risk of going to school on an empty stomach. The healthy breakfasts and morning meals offered in these stigma-free programs support children's nutrition and their academic success. To find out more about Toonies for Tummies, visit: <https://groceryfoundation.com/pages/toonies-for-tummies>

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 (CFIG). 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 CFIG. 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

