

MEDIA RELEASE

Vincès
A FRESH SHOPPING EXPERIENCE



Vincès Market: **Sharon**



Vincès Market: **Newmarket**



Vincès Market: **Uxbridge**



Vincès Market: **Tottenham**

Vincès presents cheque to CHATS in support of vital services for seniors

Toonies for Tummies announced as 2024 campaign recipient

SHARON, ON, January 18, 2024: Representatives from Vincès and Community & Home Assistance to Seniors (CHATS) gathered to hear the results of the 2023 Community Product Initiative (CPI) – and to present a cheque for the proceeds from this successful, year-long campaign. The independent grocer was pleased to announce that \$28,869 was raised to support CHATS and their home and community services for older adults and caregivers living in our community.

“CHATS was thrilled to have been selected as the Vincès Community Product Initiative recipient for 2023,” said CHATS CEO Christina Bisanz. “The past few years have been particularly difficult for many older adults in our community. While the pandemic escalated social isolation, the current economic challenges have put unprecedented pressure on food and housing security for our regions’ most vulnerable seniors and their family caregivers.”

Indeed, organizations like CHATS have been stretched, with increased demands for services and support, both directly and from their partners in health and social care.

“We are grateful that Vincès has recognized the importance of investing and contributing to CHATS’ crucial services that enable older adults to live independently and safely in their own homes and communities,” she continued. “The funding we received from this program will ensure that no senior gets left behind.”

Support for CHATS and previous recipients of Vincès CPI has involved all four stores, participating vendors – and Vincès customers. Working with participating vendors, Vincès identifies a variety of items – typically staples – and then sets aside 15 percent of sales from these Community Products throughout the year.

“We are pleased to support the vital work being done by CHATS, and to play a role in making life a little easier for the older adults who rely on their services,” said Vincès President Giancarlo Trimarchi. “This has been a great partnership, and we are pleased that CHATS has been so ‘hands-on’ in working with us on this campaign. I’m also proud to announce that we have raised approximately \$150K since launching the initiative in 2018. And we look forward to raising significant funds in 2024!”

“After a year of partnering with CHATS, I am truly impressed by the organization and the opportunities and programs they provide to seniors in our communities,” said Vincès Community Ambassador Maria Ciarlandini. “It has been an

see over



From left: Giancarlo Trimarchi (President, Vincès), Mona Shafer (Fundraising and Community Engagement Lead, CHATS), Kelly Broome (Vice President Philanthropy & Communications, CHATS), Grant Waddell (Board member, CHATS), Maria Ciarlandini (Vincès Community Ambassador), and Andrea Sheppard (Fund Development & Communications Lead, CHATS).

 **CHATS**
Community & Home
Assistance to Seniors


NOURISH YOUR NEIGHBOURHOOD

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absolute pleasure working alongside the CHATS team.”

For 2024, the recipient for Vince's Community Product Initiative will be Toonies for Tummies. This is a Grocery Foundation initiative that directly benefits nutrition programs in the vicinity of participating stores. These programs are increasingly vital to the 1 in 3 children at risk of going to school on an empty stomach.

“Like many of the programs Vince's supports, Toonies for Tummies is a game-changer, making communities better by filling hungry tummies at school,” said Shaun McKenna, The Grocery Foundation's Executive Director.

“What also makes this program unique is that every toonie will remain in the local community. We're indebted to the wonderful team members at Vince's, the company's leadership, who are wholeheartedly committed to the communities where they operate and, of course, the brands and tremendous guests. We each play a role in nourishing neighbourhoods, and this campaign will go a long way in doing just that,” added McKenna.

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About CHATS - Community & Home Care for Seniors:

Established in 1980, CHATS – Community and Home Assistance to Seniors is a not-for-profit charitable organization that enhances the health, wellness and independence of some 8,500 older adults and caregivers in York Region and South Simcoe through in-home and community support services.

Our ongoing mission is to support the health and wellness of older adults through the delivery of a full range of geared-to-income community support services that enable our clients to continue living in their own homes, such as in-home help and care, Meals on Wheels, transportation, home safety services, wellness/social programs, diversity outreach programs, caregiver support and education, hospital-to-home transition, and much more.

Based on a passion for caring and community, CHATS is supported by over 300 staff members and almost 500 volunteers who are the heart and soul of the organization.

We believe everyone has the right to age gracefully- with dignity and respect. We also believe everyone deserves the right to continue to live in the comfort of their own home and community, surrounded by familiar things and routines which give them comfort.

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

