



On the frontline to reaching the goal line: CICC Supports Peel Hockey Hub, but says can't afford to be complacent

June 4, 2021 – The Convenience Industry Council of Canada (CICC) is proud to help bench COVID-19 as a supporting partner of the Peel Hockey Hub and is calling for a fast-tracked strategy to fully vaccinate all Canadians, starting with frontline workers across Canada.

“Our industry is on the frontline and we want to ensure that we play a critical role in reaching the goal line in the battle to defeat COVID-19,” says Anne Kothawala, President & CEO of CICC. “But there’s more work to be done – complacency is not an option. We need a powerplay to get Canadians fully vaccinated as quickly as possible, starting with all frontline workers including the convenience industry.”

The Peel Hockey Hub is an example of the Made-in-Canada model that combines large spaces and innovation to vaccine patients faster and more efficiently. Its capacity can be scaled up to administer 10,000 shots per day. The Region of Peel and Bruce Power are celebrating the opening of the Hockey Hub mass vaccination centre in the Peel region today. The event will be livestreamed from the CAA Centre in Brampton.

While employing this type of innovation in one of Canada’s COVID-19 hotspots is an example that will help Canada reach the goal of full vaccination, more action is needed get back to normal as quickly as possible.

“Since the onset of the pandemic, our industry has taken the initiative and demonstrated that we can not only be convenient in good times but essential in tough times,” adds Kothawala. “We are ready, willing and able to help Canada get over the goal line so we can return to normal as fast as possible.”

According to a recent national survey, Canadians believe that the convenience industry and convenience stores should take on a more prominent role during COVID-19 recovery plans throughout Canadian communities.

Conducted by Maru Public Opinion, the study found nine-in-ten (88 per cent) Canadians and Ontarians voicing strong support for convenience industry distributors to assist with getting vaccines to more remote communities.

The survey also found a majority of Canadians (83 per cent) are in favour of the industry’s workers receiving vaccinations on a priority basis—with the highest level of support in Ontario (89 per cent).

“Canadians understand the importance of getting frontline workers in pandemic hotspots vaccinated as soon as possible,” Kothawala says. “Many of the convenience industry’s employees live and work in the GTA so we can’t let up now. With the rise of new variants, we need a renewed sense of urgency to ensure COVID-19 is benched as soon as possible.”

“The survey results underscore the vital and mutually supportive relationship between the owner-operators and their communities,” says John Wright, Executive Vice President of Maru Public Opinion.

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Methodology: A Maru Public Opinion survey of 1518 nationally representative Canadian adults May 3-4, 2021, using the Maru/Blue Voice Canada Online panel, and accurate within +/- 2.5%, 19 times out of 20. A copy of the report can be found at www.marugroup.net/public-opinion-polls/canada .

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ABOUT: Convenience Industry Council of Canada

The Convenience Industry Council of Canada is a national, not-for-profit council that represents the convenience channel. Our members employ 216,000 Canadians and annually distribute and sell over \$55 billion in goods and services.

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