



**FOR IMMEDIATE RELEASE**

**Record-breaking 3125 stores participate in National Convenience Week  
to raise funds for Make-A-Wish Canada**

**TORONTO, ONTARIO [August 18, 2021]** – Convenience and communities are coming together more than ever before during this year's National Convenience Week (NCW), August 30 to September 3, with a record number of 3125 stores participating.

"That's an amazing outpour of support from an industry that's been on the frontlines during the pandemic, keeping doors open to support Canadian communities," said Anne Kothawala, president & CEO of CICC. "It makes this year's event extra special as we celebrate our frontline heroes and raise funds for *Make-A-Wish Canada*."

Community leaders will celebrate the vital role convenience stores play in their neighbourhoods by visiting and working at local stores while paying tribute to the frontline workers for their role as an essential service provider from the onset of COVID-19.

This year's event marks another milestone as convenience stores in Ontario will celebrate the province's inaugural Convenience Store Week during the same period.

"Convenience stores are the cornerstone of communities from coast to coast," added Kothawala. "We've proven that we are convenient in good times and essential in tough times. Join us as we recognize those that went the extra mile during the pandemic to ensure that Canadians had both convenience and choice when it counted."

Equally important is the commitment of these small businesses to support their communities. Charities like *Make-a-Wish Canada* have struggled to raise money during the pandemic and our event is critical in creating awareness for much needed wishes.

"*Make-A-Wish* is incredibly proud of our important partnership with CICC. To have an entire, essential industry across Canada supporting our mission and helping us raise critical funds to grant wishes sends a special message about their strong belief in the life-changing work we do," said Lynne Hudson, CEO, Make-A-Wish Canada. "Thousands of wishes have been delayed by the global pandemic, but with the support of amazing national partners like CICC, we can continue transforming lives – and creating hope – one wish at a time! We are grateful for CICC and their generous retailer leadership, commitment and investment."

Convenience industry companies providing generous support for National Convenience Week in 2021 include: 7-Eleven, Beau-soir, Canadian Tire Gas+, Cenovus Husky Circle K/Couche-Tard, EKO, MacEwen Petroleum, Needs Convenience, Parkland On-the-Run, Petro Canada, Shell Canada, Wilsons Fuel, and others. For further information visit <https://convenienceweek.ca/en>.

Donations to Make-A-Wish Canada will be collected in-store and online at [makeawish.ca/ncw2021](https://makeawish.ca/ncw2021).

