



National Convenience Week 2023: Chasing one-million-dollar fundraising total for Make-A-Wish Canada

TORONTO, August 21, 2023 – Making wishes come true. Making communities stronger. That's the over-arching goal of the Convenience Industry Council of Canada's (CICC) National Convenience Week taking place August 28-September 1.

The week-long event features community leaders and elected officials dropping by their local convenience store to say thanks to the industry's frontline workers, interact with customers and support their local community store fundraiser.

More than 4,300 member retailers will be raising funds for Make-A-Wish® Canada.

"National Convenience Week embodies what our industry is about: supporting communities. Our members are committed to making a difference in their neighbourhoods," explains Anne Kothawala, CICC President & CEO. "This is a cross-country effort, convening Canadians, community leaders, and our industry's owners and employers around a common goal: raising funds to grant the heartfelt wishes of children diagnosed with critical illnesses.

Since 2017, convenience store retailers have raised more than \$850,000 for the charity through National Convenience Week.

This year, the goal is to reach the one-million-dollar mark of total funds raised - a remarkable achievement as it equates to the granting of approximately one-hundred wishes.

The ongoing partnership between CICC and Make-A-Wish is integral to making wishes come true and making communities stronger.

"The local corner store is essential to communities and families. Make-A-Wish is essential for providing hope to children. Our collaboration is so impactful. With a vast footprint across the country, we are uniquely positioned to rally local support for children and families in need," Kothawala adds.

Meaghan Stovel McKnight, Chief Executive Officer, Make-A-Wish-Canada, is thankful for the fundraising support. "For eight years now, Make-A-Wish Canada has been able to rely on the wonderful support of the CICC. This is an industry that understands essential support to Canadians, and Make-A-Wish has critical need of support to help us grant all the thousands of wishes we have waiting across the country," she says. "As we close in nearly \$1M of donations through CICC, we share our gratitude with them as they partner with us to help bring hope and joy to children facing critical illness. We are so thankful for the CICC and their heartfelt commitment and investment to our cause."

To participate in this year's event, visit your local participating convenience store or donate online at makeawish.ca/ncw2023. Support can be shared by using the hashtag #nationalconvenienceweek on social media.

For a full list of community leader and retail participants, visit convenienceweek.ca.

-30-

ABOUT THE CONVENIENCE INDUSTRY COUNCIL OF CANADA (CICC)

The Convenience Industry Council of Canada (CICC) is a national, not-for-profit council that represents more than 23,500 convenience retailers nationwide. Our sector employs more than 201,000 Canadians and generates an estimated \$54 billion in economic impact from coast to coast to coast. Convenient in good times and essential in tough times.