



5 reasons to celebrate National C-Store Day on August 30th

On Wednesday, August 30th, Canadians from coast to coast to coast will take time out of their day to help celebrate their local convenience store and the special place it holds in the community.

With 2017 being Canada's 150th birthday, it's an opportunity for Canadians to say thanks to their neighbourhood retailers, and for those retailers to say thanks right back to their loyal customers. Started back in 2012 in Atlantic Canada, this is the first time this celebration is being recognized across Canada.

For those who rely on convenience stores, it's not hard to understand why they are celebrating Convenience Store Day. For the rest of us, here are 5 good reasons to take a few minutes out of your day to recognize your local c-store:

Celebrate convenience

At the heart of convenience retailing is the idea that Canadians live busy lives, and need to have a place where they can buy certain essential goods on the go. Gasoline, milk and other household essentials, as well as items like, tobacco, snacks, lottery tickets and more. Busy Canadians prefer to pick up many of these items at convenience stores, on the way to and from work, on their break, or while waiting for the kids to finish soccer practice. That's why convenience stores are proud to offer extended hours and convenient locations to serve their customers.

Celebrate contributions to the community

Although convenience stores are some of the smallest businesses in Canada, together they employ 227,000 Canadians in almost every neighbourhood in the country. And not only that, C-Store owners are also active in their communities, sponsoring children's sports and other activities, and participating in various local community improvement initiatives. This year, c-stores are teaming-up with Children's Wish Foundation to help raise money for a very special little girl, who has courageously battled cancer. While convenience store retailers serve millions of customers, it's their role as community leaders which makes C-stores the *heart of our neighbourhoods!*

Celebrate small businesses

Convenience retailers are happy to serve their communities, but they also face many challenges to continuing to do so. Safety and security concerns for employees, unfair competition from black market tobacco, tax and regulatory challenges make it difficult to make ends meet, much less continue to find new and better ways to serve Canadians.

C-Stores rely on lawmakers at all levels to understand these challenges and use that understanding to create laws that help c-stores thrive. That's why one of the signature elements of Convenience Store Day is the opportunity for politicians to sign up for 15-minute "shifts" at their local store to really get an idea of what it's like to work in a convenience store. Leaders that have done it in the past come away with a new perspective on running a convenience store.



Celebrate service to remote areas

Those of us fortunate enough to live in densely-populated metropolitan areas don't need to worry about where we will buy our next meal. In remote parts of our great country, sometimes a C-Store is THE ONLY local option for fresh food and drinks. These small businesses are literally a lifeline to some of our smallest communities. It is convenience stores that can be counted on to ensure that essential consumer products are readily available in rural, urban, and remote regions of the country.

Celebrate safer communities

Convenience stores are the largest retailer of legal tobacco products in our country. They are critical to ensuring responsible and controlled sale of this age-restricted product in addition to others such as lottery and alcohol. Retailers are trained to ask for identification from any customer who looks under the age of 25. Providing Canadians with legal and controlled access to age-test products means less room for criminals to profit. This is a responsibility that convenience store retailers take very seriously.

So, you see, no matter who you are or where you live, you have a good reason to visit a C-Store on August 30th and join in the celebration. See you there!

Visit CstoreDay.ca to learn more.