



## Press Release

### National C-store Day targeting \$100K for children's charity

*National event takes place August 29<sup>th</sup> at convenience stores across Canada*

**Burlington, ON (July 10, 2018)** – An annual community event, Convenience Store Day is scheduled for August 29<sup>th</sup>, 2018. Since 2012, C-Store Day has celebrated the contributions that convenience stores make to their communities, while helping to raise money for charity.

In 2017, more than 190 community leaders worked along-side convenience store owners, helping to raise \$82,000 for the Children's Wish Foundation of Canada, including: municipal councillors, mayors, police chiefs, premiers, federal and provincial cabinet ministers, Olympians, and even the Prime Minister Justin Trudeau, who visited a local store in New Brunswick.

"Corner stores are the life blood of their communities – providing everyday goods and services to families in virtually every neighbourhood across Canada," said Satinder Chera, President of the Canadian Convenience Stores Association. "This year on C-store Day, our goal is to surpass last year's numbers in participants and dollars raised, by raising \$100,000 for Children's Wish."

On the Run / Marché Express is proud to return as the lead national sponsor for C-store Day. "We are excited to once again return as the lead national sponsor for C-store Day under our iconic C-store brands On the Run and Marché Express," said Eli Mail, Director of Merchandising at Parkland Fuel Corporation. "At On the Run / Marché Express, we are committed and connected to communities across the country, and are proud to support an initiative that supports the Children's Wish Foundation."

On Tuesday, July 10, Rea Ganesh, National Director of Development at the Children's Wish Foundation of Canada, presented a plaque to On the Run / Marché Express and the CCSA for helping to raise more than \$82,000 at C-Store Day 2017. "We had no idea how successful the first national event was going to be," said Ganesh. "To say it exceeded our expectations is an understatement." The plaque presentation was made at a Pioneer gas station, featuring an On the Run convenience store.

Along with On the Run / Marché Express, the following convenience retailers and suppliers are providing generous support for C-store Day in 2018: Couche-Tard/Circle K, MacEwen Petroleum, Needs Convenience, North Atlantic Petroleum, Husky, Gateway Newstands, Wilsons Fuels and Parmalat. The names and locations of all participating retail stores can be found online at [cstoreday.ca](http://cstoreday.ca) and for further information contact: Satinder Chera at (905) 845-9339 or [schera@theccsa.ca](mailto:schera@theccsa.ca).

#### **About the Canadian Convenience Stores Association**

The CCSA is a national, not-for-profit and non-partisan association that works with its affiliated partners - National Convenience Stores Distributors Association, Ontario Convenience Stores Association, Atlantic Convenience Stores Association, Quebec Convenience Stores Association, and the Western Convenience Stores Association - to represent the interests of Canada's 27,000 convenience retailers.

