



For Immediate Release

July 13, 2023

Give a Little, Help a Lot Campaign Returns to Support YMCA of Niagara for 15th Year.

Niagara, ON - (July 13, 2023) - The YMCA of Niagara is thrilled to announce the return of its highly anticipated Give a Little, Help a Lot campaign, now in its 15th year. Since its inception in 2009, this initiative has raised over \$100,000, providing invaluable support to the YMCA and its programs. This year, the campaign aims to make a continued impact, thanks to the generous contributions of Zehrs and their valued customers.

From July 13 to July 31, Zehrs stores across the region will invite in-store customers to join the cause and add \$2 or more to their grocery bill to support their local YMCA. The funds raised during this period will benefit youth in our community, ensuring they have access to nutritious snacks and meals through the wide range of programs and services offered by the YMCA.

"When Our Y Village Gives a Little, it Helps a Lot! The Give a Little, Help a Lot campaign has been instrumental in making a positive difference in the lives of countless youth in our community," said Jennifer Douglas, Manager of Philanthropy for the YMCA of Niagara. "We are grateful for our partnership with Loblaws and our local Zehrs stores and the generous customers who have contributed to the success of this campaign year after year."

The YMCA of Niagara is a charity open to all, providing leadership and opportunities for people and their communities to grow in spirit, mind, and body. Our mission is to build a strong, resilient, vibrant, and sustainable YMCA that positively impacts the lives of people of all ages and abilities in the Niagara Region by Inspiring health, wellness, and community – for life.

"With each donation during the Give a Little, Help a Lot campaign, you're allowing our local youth to join our Y family and learn essential skills to make healthy choices to fuel their body, mind, and the day ahead," added Jennifer Douglas. "These skills empower them to make informed choices about their well-being and develop into confident, independent individuals."

Guided by the social determinants of health, the YMCA of Niagara provides the necessary programs, services, and safe spaces in our centers of community to ensure individuals are better connected and build the skills needed to succeed in work and life.



The Give a Little, Help a Lot campaign exemplifies the spirit of #OurYVillage, highlighting the power of collective action and community engagement. By coming together, individuals can positively transform the lives of young people and ensure they have the resources and opportunities they deserve.

Over the next two weeks, please consider shopping at these locations and donating to help our Niagara youth learn, grown, thrive, and shine.

- Zehrs Fairview Mall | [285 Geneva Street, St. Catharines, ON](#)
- Zehrs Pen Centre | [221 Glendale Avenue, St. Catharines, ON](#)
- Zehrs Welland | [821 Niagara Street, Welland, ON](#)
- Zehrs Niagara Falls | [6940 Morrison Street, Niagara Falls, ON](#)

The YMCA of Niagara extends its heartfelt gratitude to Zehrs, their dedicated staff, and the community for their ongoing support and commitment.

For Media Inquiries:

[Jen Schmaltz](#)

Manager of Marketing and Communications
YMCA of Niagara
905-246-7478

About YMCA of Niagara

The YMCA of Niagara is a charitable organization dedicated to building healthy communities by nurturing the potential of children, youth, and families, promoting healthy living, and fostering social responsibility. With a focus on inclusivity, the YMCA offers a wide range of programs and services to empower individuals and create a positive impact on the Niagara region. To learn more, visit www.ymcaniagara.org.