



Shine On

FOR IMMEDIATE RELEASE

## YMCA of Niagara and Zehrs Partner to Ignite Potential in Children and Youth in 16th Annual *Give a Little, Help a Lot* Campaign

Niagara, ON – July 12, 2024 – The YMCA of Niagara is delighted to announce the continuation of the *Give a Little, Help a Lot* campaign, now entering its 16th year. This annual initiative, in partnership with Zehrs Markets and their parent company, Loblaw Companies Limited, has been instrumental in supporting children in the Niagara region to create opportunities for children to connect with each other and gain healthy habits that will last a lifetime.

Since its inception in 2009, the *Give a Little, Help a Lot* campaign has raised well over \$100,000, thanks to the generous contributions of Zehrs customers and the Niagara community. These funds have been pivotal in ensuring that children have access to YMCA programs that promote wellness, social connection, and lifelong healthy habits.

From July 12 to July 28, 2024, Zehrs Markets stores across Ontario invite shoppers to participate in this impactful campaign by adding \$2 or more to their grocery bill in support of their local YMCA. In Niagara, the funds raised from this campaign will directly support our Stronger Together campaign, ensuring that every child in our community can thrive. Through initiatives like Summer Day Camps, Swim Lessons, and Youth Programming, the YMCA provides safe spaces and essential skills for youth to embrace a healthy, active lifestyle. Generous contributions to this campaign remove financial barriers, ensuring that no child or family in our community misses out on these life-changing opportunities.

"The *Give a Little, Help a Lot* campaign gives children the opportunity, no matter their financial circumstances, to access YMCA programs and be part of a supportive community," says Jen Schmaltz, General Manager of Marketing and Philanthropy for the YMCA of Niagara. "We are grateful for our partnership with Zehrs and the generous support of their customers. Their contributions have made a significant impact on the lives of children and their families in our community."

The YMCA of Niagara is a charity dedicated to providing opportunities for people of all ages and abilities 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 in the Niagara region by inspiring health, wellness, and community – for life.

"With community support, we can create lasting impressions and memories that shape young lives, building resilience and unlocking potential within each participant," adds

Jen Schmaltz. "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."

The campaign showcases the collaborative spirit of Niagara, demonstrating how community efforts can make a significant difference. Collectively, we can transform the lives of young people, providing them with the resources and opportunities they need to thrive.

**Over the next two weeks, please consider shopping at these locations and donating to help our Niagara youth lead, grow, thrive, and belong:**

- 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 gratitude to Zehrs, their dedicated staff teams, and the community for their ongoing support and commitment. Together, we are creating a brighter future for the children and families of Niagara.

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**For Media Inquiries:**

[Jen Schmaltz](#)

General Manager of Marketing and Philanthropy  
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.ymcaofniagara.org](http://www.ymcaofniagara.org).