

INSURING SUCCESS WITH
THE RIGHT COVERAGE

BOOSTING HEALTHY SALES
WITH OTC MEDICATIONS

SERVING GROWTH WITH
RTD COCKTAILS

CANADA
ConvenienceStore
NEWS

THE
INNOVATION
ISSUE

MEET THE 2024

IMPACT AWARDS WINNERS

1113366503
BRENT MORRIS
OWNER
GAS KING OIL CO LTD
1604 2 AVE S
LETHBRIDGE AB T1J 0G2

41(P)
2/12
R=1654

zations assisted are a mixed slate, including Seva Food Bank, Women's Habitat of Etobicoke and Food Banks Mississauga. Conagra employees in other locations contribute, too. Team members in Dresden lend a hand at the local food bank and donate their time to go grocery shopping for items to help unhoused people, while those at the Boisbriand plant in Quebec aid Centraide (United Way) and Moisson Laurentides (Quebec), which offers food assistance for the greater Laurentians region. It's integral to Conagra Brands for all Canadian facilities to give back and make a difference in their own backyards. Those impactful initiatives will continue.

Express Auto Wash: B.C.

In recent years, Express Auto Wash has seen how many people in local communities have struggled. As one of its most important pillars, the company commits to giving back. It has turned policy into action with its Grand Splash Fundraisers, recently raising more than \$30K for organizations like Family Services of Greater Vancouver, which is dedicated to advocating and supporting vulnerable children and mothers by providing invaluable resources from food to counselling services. Shoppers and associates promoted the event through marketing efforts. On the day of the event, customers stepped up in a big way to support such a worthy cause. Once again, the "give a platinum wash" program was an instant hit and helped boost the total of donated funds. As well, Express helps the local community by hiring new immigrants who may find securing employment challenging. Ayaaz Jamal, president of operations, believes that actions speak louder than words. Since he joined the company seven years ago, he has continued to put community engagement and innovation at the top of his priority list. Taking care of customers and local communities are important parts of his big-picture approach to success.

Gas King Oil Co Ltd.

In 1985, Don Morris founded Gas King in Lethbridge, Alta., knowing that he had to differentiate his company from all others in a fiercely competitive business. He believed he could stand out from his competitors by focusing on giving to local charitable organizations. He passed away in 1992. To honour his commitment to the communities that helped his company become successful, the Don Morris Gas King Memorial Fund was established. It began simply, with coin boxes collecting spare change from customers with

funds going to various charities. Every three months the money is collected and donated to the local community foundations where its sites are in southern Alberta. Aside from donations at checkouts, Gas King has installed AIR-Serv's Air for Charity tire inflators at numerous locations over the last two years. The company matches all funds donated to the memorial fund. "We were thrilled to keep the founder's memory alive," says company president Brent Morris, who is Don's son. "Everyone who comes to the checkouts sees his smiling face. The fact that our customers open their wallets and continue to donate change in our name says a lot about what we are doing and how we are impacting the communities we serve."

Guayaki Yerba Mate

The organic beverage company may have a small team in Canada, but it's mighty, dedicated to staying true to Guayaki's vision to give back to the planet and to make a positive impact in communities where it operates. In 2021, it became a member of Ocean Wise Shoreline Cleanup. Since then, team members and partners retrieved more than 180 kilograms of trash and recycling across nine Canadian shorelines. "It really is a win-win for the community, but also our team," says Eric Clark, vice-president and general manager. "Human connection is such an important part of everyday life and being able to disconnect from our usual workday, get outside and do something good for our communities, all while engaging with one another and residents. It has a positive impact on the culture of the team." Choosing to partner with Ocean Wise also provides a sense of belonging towards a larger goal that is bigger than oneself, the team and the orga-

nization. Not only does it positively contribute to local communities, but such initiatives also set an example of how corporations can prioritize environment and sustainability. "Our goal is to leave our communities in a better, healthier and cleaner environment for future generations," adds Clark.

Harnois Énergies

Founded in 1958, Harnois Énergies has a long history prioritizing the well-being of its surrounding communities. It supports more than 100 causes each year through donations, sponsorships, or other types of support to



The Don Morris Gas King Memorial Fund, in honour of the company's founder, supports local charities in its Alberta communities



Guayaki Yerba Mate is an active member of the Ocean Wise Shoreline Cleanup. Since 2021, the small but mighty team has collected more than 180 kilograms of trash and recycling across nine shorelines in Canada