



## **NEWS RELEASE**

### ***Bobcaygeon and Area COVID-19 Relief Fund* Benefits from Innovative Family Business Cause-Related Campaigns**

FOR IMMEDIATE RELEASE (Lindsay, Ontario) 20 May 2020. During the last nine weeks of lockdown as we adjust to new challenges, one thing rings true and that is the importance of family. Whether it is visiting a relative, a mother, a friend on the driveway, through a window, or finding a way to give back in support of those who really need our help, local community and family benevolence has been there.

The Bobcaygeon and Area COVID-19 Relief Fund has felt the impact of this dynamic with many family motivated contributions. Particularly local family businesses who have created cause-related campaigns to raise funds, awareness and support for those in much need in their community.

The Buckeye Surf and Kawartha Lifestyle team gladly stepped up for the Relief Fund. During the month of April, they ran a campaign to donate proceeds from the sale of any Hip-Town, Lake Life, or Bobcaygeon branded product. Through web-store purchases, call in orders, and contactless delivery they were able to generate sales of this signature apparel to their customers and help support a great cause.

Taylor Poole led the charge on their campaign and was surprised by the sales and support, "a big thanks to our customers, the Bobcaygeon Advisors and the Community Foundation of Kawartha Lakes. Our donation will contribute to the direct support of frontline workers, patients, and family members impacted by this virus in Bobcaygeon. Please continue to take care and stay safe. We look forward to seeing all of our customers and community members in person when it is safe to do so!"

Dolly Peel of Bigley's created a thank you template for families to write letters to the frontline workers and posting them in store windows and featuring selected entries on social media, with a chance to win a \$500 Bigley's gift card to donate to a frontline worker, a loved one, or a family in need. Bigley Shoes and Clothing donated one dollar for every entry submitted to the Relief Fund. Proceeds from sales of Bobcaygeon Strong apparel are also included in their very generous fund contribution.

"We are family, we are in this together," Dolly shared, "Health care workers are front and centre in the fight against this virus. As Bobcaygeon and so many other communities are so deeply affected by COVID-19 we would like to do our part to help fight this together. Our community is our family so if you know a nurse or doctor in your family or in your neighbourhood, thank them and ask if there is something that could be done to make their lives easier."

In true Bobcaygeon spirit, Douglas & Son Mercantile Supply joined the effort in support of the Relief Fund, offering proceeds from all online sales during the month of April. Moving from Toronto to Bobcaygeon 11 years ago, the shop owner's felt welcomed with open arms and wanted to give back to the community that cares so much. Sacha and Bill Douglas, owners of the vintage inspired clothing and unique items shop, share that "We're just trying to help out in any way we can during this difficult time for Pinecrest and to support anyone in the community affected during this".

As a proud local family owned and operated business, Greg and Rob Whyte along with their British Empire Fuels Family step up with a creative cause-related campaign launched to support their community during these tough times. During the month of April, one cent from every litre of fuel delivered to BEF customers was donated to the Relief Fund. This included all propane, home heating oil, and diesel sales. With the help of the April winter weather, a big-hearted donation was presented in support of the Relief Fund.

“We are a family business that has been here in Bobcaygeon for close to 60 years”, Greg commented, “learning about the situation at Pinecrest Nursing Home, we have felt very helpless during this time. We felt this was an opportunity to at least do something.”

The eligibility of each recipient to receive funds is determined collaboratively by the Bobcaygeon Advisors and the Community Foundation of Kawartha Lakes. The approach to determine the eligibility of qualified recipients continues to be accountable as well as generous and inclusive. The financial generosity and in-kind contributions from individuals, service clubs and businesses, locally, regionally and from across the province has been tremendous. The Bobcaygeon Advisors and in partnership with The Community Foundation are pleased to offer their support to help in this time of need.

In addition to providing assistance to 223 frontline healthcare workers in Bobcaygeon, the Bobcaygeon & Area COVID-19 Relief Fund has helped 237 local residents impacted by the pandemic. Don't weather the COVID-19 storm alone. The Bobcaygeon & Area Relief Fund is here to help all residents in need. If you are in need of assistance, or know someone who is, please contact Councillor Seymour-Fagan by email at: [kseymourfagan@kawarthalakes.ca](mailto:kseymourfagan@kawarthalakes.ca)

To make a donation to the *Bobcaygeon and Area COVID-19 Relief Fund*, contact Foundation Coordinator Margaret Cunningham at: 705.731.9775 or by email: [info@kawarthafoundation.ca](mailto:info@kawarthafoundation.ca).

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