



NEWS RELEASE

DBIA Partners with Ferrero Chocolates

Dec. 21, 2020 – The holiday season is about to get a little tastier thanks to a partnership between the Downtown Business Improvement Area and Ferrero Chocolates.

Ferrero Chocolates is looking to give back this holiday season and reached out to Business Improvement Areas across Ontario. The application from Peterborough's DBIA caught their attention and they offered 84 boxes of their new premium chocolates — Golden Gallery Signature Chocolates.

The DBIA will be giving away boxes of premium chocolates to four local organizations that do vital work in the downtown: One City Peterborough, the Youth Emergency Shelter, Friends Peterborough, and the Aylmer Street Pharmacy.

“I was elated that Ferrero would show such great support for BIAs across Ontario with this extremely generous offer,” says Terry Guiel, DBIA Executive Director. “It’s wonderful that we can use that generosity to spread a bit of joy to some in our community that may not feel very included during the holidays.”

“This year has been a struggle for so many Canadians and that’s why it’s more important now than ever before to find ways to support those who need our help,” said Maureen Romansky, Senior Marketing Director, Premium Chocolate, Ferrero Canada. “We’re proud to be able to play a small part in bringing some joy through the gift of chocolate to the Youth Shelter because we can all use a little more of that this year.”

“This chocolate donation is going to raise the spirits of all the young people with us on Christmas morning,” says Brooke Erickson, Y.E.S shelter’s Community Engagement Coordinator. “Because youth in shelter rarely have anyone to buy holiday gifts for them, we asked what they would like, so we can provide something for them to open on Christmas morning. Like most kids, almost all of them asked for candy and chocolate.”

The Y.E.S. shelter works to reduce and prevent homelessness by providing shelter, education and transitional supports for youth and families in Peterborough and the Kawarthas. During the delivery of the chocolates to Y.E.S Guiel will be joined by Atria Development who will be making a cash donation to the shelter. Atria are developing the “Y” Lofts in the former historic

YMCA building into 130 apartments and they wanted to connect with their neighbor this holiday season provide some support.

“We are so grateful to Ferrero for this gift,” says Christian Harvey, Executive Director of One City Peterborough “In a year as we have had, where our most marginalized have faced so much, a moment of joy or a little chocolate can mean a lot.”

One City Peterborough focuses on housing, food security, community safety and inclusion.

“Something as simple as giving someone a holiday greeting while handing out a few chocolates during this time can make them feel special and included in our community," says Pharmacist Engi Hakim of the Aylmer Street Pharmacy. "For some, this could be the only positive interaction they will experience during the holidays.”

Aylmer Street Pharmacy mainly distributes addiction treatment medications such as methadone and suboxone to the clients.

Friends Peterborough is a humanitarian not-for-profit charitable organization providing a listening ear and compassionate support to those in need. It is a place people can drop in for assistance in completing forms and applications, reference to service agencies and many other services.

- 30 -

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