

News Release

Holland Landing Snowmobile Club Donates To Southlake Staff Donation Helps Support Local Business

Newmarket, May 14, 2020 – Today, the Newmarket Chamber of Commerce announced an exciting donation from the Holland Landing Snowmobile Club (HLSC). The HLSC, a community recreation association in Holland Landing since 1976, are donating over 1500 gift cards to some behind-the-scenes staff at Southlake. The donation, amounting to over \$30,000 will have an even larger impact, as the gift cards will be redeemable through the **Newmarket Shop Local** gift card program – a partnership between the Newmarket Chamber of Commerce and the Town of Newmarket Economic Development which will give our local small businesses, and our economy, a much needed boost. Snapd Inc. came forward to donate their time and expertise to build a platform to enable the digital coordination and redemption of the gift cards.

The members of the snowmobile club wanted to recognize and thank the staff at Southlake that don't immediately come to mind when you think of healthcare, such as environmental service, transporters, maintenance staff, registration and health records clerks, who are integral to keeping the hospital running smoothly, particularly in turbulent times like these.

“Every member of the club wanted to find a way to give back to the community that have been our friends and neighbours for so long,” notes Joe Murillo, President of the Holland Landing Snowmobile Club. “Through contributions to food banks in East Gwillimbury and throughout York Region and through this donation to Southlake staff, we want to give support to those in need in the community, and to those who are performing essential services every day. These staff members are helping the community to get through this pandemic, and this is our way of saying THANK YOU!” added Murillo.

Tracy Walter, President & CEO of the Newmarket Chamber of Commerce was thrilled that the donation would also benefit local businesses. “By donating gift cards for local businesses, the club is thanking the staff at Southlake for their work while at the same time supporting our local businesses when they need it the most,” says Walter. “Our Community is really coming together through this,” Walter added.

“I'd like to thank the Holland Landing Snowmobile Club for its generosity, both in recognition of Southlake's support staff who work behind-the-scenes to keep our frontline going, and in support of our local businesses,” says Mayor John Taylor. “If you're looking for a way to help Newmarket's small shops, restaurants and services impacted by COVID-19, then I encourage you to buy, donate or give a gift certificate through the Newmarket Shop Local program.”



The Newmarket Chamber of Commerce, snapd and the Town of Newmarket strongly urge residents to continue to shop local wherever possible, including shopping online or over the phone and ordering takeout/delivery to help support local restaurants. The community can also show their support by following local businesses on social media and helping to share their messages.

Learn more about how you can purchase gift cards to use now, or support a business when it re-opens by visiting [Newmarketchamber.ca/gc](https://www.newmarketchamber.ca/gc).

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