



WINE RACK STORES PARTNER WITH GORD DOWNIE & CHANIE WENJACK FUND FOR THIRD YEAR

TORONTO, ON (August 29, 2023) – As we approach the National Day for Truth and Reconciliation on September 30th, Wine Rack stores across Ontario will partner for a third year in a row with the Gord Downie & Chanie Wenjack Fund (DWF) throughout September. DWF is an Indigenous-led national charity that aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples. Since 2021, Wine Rack stores have raised a total of \$200,000 in support of the organization.

Arterra Wines Canada employees will also be invited to participate in Walk for Wenjack this October during Secret Path Week (Oct. 17-22, 2023), along with other learning opportunities and activities to both educate and raise awareness.

“Our partnership with the Gord Downie & Chanie Wenjack Fund began three years ago, when our Wine Rack employees voiced their desire to take real, tangible steps toward reconciliation,” said Will Meijer, Executive Vice President, Sales. “Commemorating the National Day for Truth and Reconciliation is an important part of our company’s journey to learn and grow together, and we are proud to support DWF for a third year in a row.”

“DWF was created out of two families coming together to make change, uphold Chanie and Gord’s legacies, and create a pathway on the journey toward reconciliation,” said Sarah Midanik, President & CEO, Gord Downie & Chanie Wenjack Fund. “That work can continue because of the dedication of people like the Wine Rack merchants, staff, and customers who support us. Miigwetch for choosing to Do Something to move reconciliation forward for the third year in a row.”

About the Gord Downie & Chanie Wenjack Fund

Inspired by Chanie’s story and Gord’s call to build a better Canada, the Gord Downie & Chanie Wenjack Fund aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples. Our goal is to improve the lives of Indigenous people by building awareness, education, and connections between all peoples in Canada. Learn more at downiewenjack.ca.

About Wine Rack

With more than 164 wine boutiques conveniently located throughout Ontario, Wine Rack provides a breadth of quality Ontario and International Canadian Blended wines for any occasion. It carries over 150 products from well-known brands such as Jackson-Triggs, Inniskillin, Saintly, Bask, OPEN, Bodacious, Naked Grape, Growers Cider, Cartier Irish Cream and many more. Wine Rack employs approximately 1,000 staff across Ontario and is the retail division of Arterra Wines Canada, Inc. For more information about Wine Rack, visit Winerack.com

About Arterra

Arterra Wines Canada, Inc. is the country’s leading producer and marketer of award-winning, globally recognized Canadian and imported wines. Arterra is headquartered in Mississauga, ON, and operates eight wineries across the country, with over 1,700 acres of premium vineyards in Canada’s wine regions. For more information about Arterra Wines Canada, Inc., visit www.arterracanada.com.