

# 2023 - A Year of Supporting Local Community Through Charitable Initiatives at Friday Harbour

Innisfil, ON – January 12, 2024

In 2023, Friday Harbour continued its focus on community support with a series of charitable initiatives. From its Take the Plunge event with Royal Victoria Hospital (RVH) to its Holiday Toy Drive, Friday Harbour continues its endeavor to make a positive difference in the lives of residents in the South Simcoe region.



## MAKING THE HOLIDAYS BRIGHTER FOR LOCAL FAMILIES

Throughout its annual Holiday Market, Friday Harbour worked with Christmas for Kids, an Innisfil-based charity dedicated to assisting vulnerable children, teens, and their families year-round. With a series of heartwarming initiatives, Friday Harbour raised awareness for this incredible organization and contributed significantly to its cause.

The spirit of giving soared during Friday Harbour's Holiday Toy Drive, with community members and visitors generously donating toys and non-perishable food items to support local families in need. The drive received an overwhelming response, resulting in an unprecedented number of items donated throughout the holiday season.

In addition to the Toy Drive, Friday Harbour worked to spread the cheer through its "Strike a Pose" and "Share the Joy" events. On these two dates, families were invited to take photos with Santa in return for donations to Christmas for Kids.

For the third consecutive year, Friday Harbour's colleagues also participated in the Christmas for Kids' "Angel Program." Dozens of team members had the opportunity to choose an Angel and fulfill a child's Christmas wish, fostering a sense of direct impact and community connection.

All season long, Friday Harbour worked hard to spread the message and encourage awareness for Christmas for Kids. From television and radio broadcasts to homeowner and member messages, the call to support this charity resounded loud and clear.

*"At Christmas for Kids, we believe that every child should experience the magic of Christmas,"* said Myrlene Boken, Founder of Christmas for Kids. *"With the rising cost of living, supporting families during this time is especially important. Thanks to Friday Harbour's support, we were able to make the holiday season brighter for families in need."*

## A CONTINUED COMMITMENT TO COMMUNITY INVOLVEMENT

Friday Harbour reaffirmed its commitment to community involvement in 2023 by supporting several other local initiatives. These included Christmas for Kids' Thanksgiving and Easter Food Drives; Innisfil Food Bank; the Troy Scott Community Fridge; Swim for Southlake and Dress for Success during the Fashion Collective Series. Furthermore, Friday Harbour's Take the Plunge fundraiser directly impacted local caregivers at RVH.

*"The impact we can holistically make on our community is something that is very important to us and is near and dear to our hearts,"* said Hani Roustom, CEO of Friday Harbour. *"I want to give thanks to our members, the local community, visitors, and Friday Harbour colleagues, who participated in our community support programs this year. It is our collective actions that have the power to make real positive change."*

Friday Harbour looks forward to continuing its momentum in 2024 as a sought-after all-seasons resort destination for residents and visitors alike, while maintaining its commitment to community-based initiatives as part of its overall good-will program.

## MEDIA CONTACT

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