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**MEDIA RELEASE**

## **SCHAEFFLER CANADA FACILITIES CELEBRATE EMPLOYEES & SUPPORTS STRATFORD DOWNTOWN BUSINESSES**

***Major Stratford Manufacturer Contributes \$110,000 Acknowledging Employee  
COVID Efforts and Benefits City Core Businesses***

**Stratford, ON – August 26, 2020...** Schaeffler Canada facilities have contributed over \$110,000 to the local economy since the COVID crisis began. As a goodwill gesture to the community and to its employees working through the COVID period, Schaeffler has recently purchased Stratford Downtown Dollars to support various events and initiatives from now until the end of the year. As well, during the months of May and June, lunches were provided to their Employees over a six to eight-week period. Their generous support has benefited local restaurants and will continue to benefit the City's downtown business community by encouraging their employees to visit City Centre businesses affected by the COVID-19 economic downturn. In 2019 Schaeffler celebrated 65 years in Stratford. Their roots in Stratford are deep and their approximately 700 employees are an important part of the fabric of Stratford's community.

Quotes:

**Rick Roes, Plant Manager, Schaeffler Canada Inc.:** *"Schaeffler and Stratford have become synonymous, and so the idea to invest in our Employees by way of supporting local businesses seemed to be a perfect win-win scenario. We have a very talented and dedicated team and are very appreciative of this, and the community in which we do business. I encourage other Stratford businesses to follow suit if they are able. We need to all pull together now, more than ever."*

**Joani Gerber, CEO, investStratford:** *"I am so exceedingly grateful to the Schaeffler team for their insightful and incredibly generous support of our downtown business community. We're truly in this together and this kind of leadership will help us weather the storm. It is a great example of an industry-hospitality partnership and I cannot thank them enough for their impactful gesture."*

**Rob Russell, Chair, Stratford City Centre Committee (BIA)** *"This is exactly the kind of stimulus our core businesses need. It's a story of big business helping small business by way of a goodwill gesture to their team. I'm so pleased and officially thank them for their generosity."*

The Stratford Economic Response and Recovery Task Force (SERRT) has been working hard to leverage these types of win-win relationships and encourage economic rebounding throughout the City with a variety of projects including the Al Fresco Patio Project, the Circles Project, Mental Health for Business owners, Movies Under the Stars, Streetside Live and Summer MusicBarge. For more information about SEERT, visit [investstratford.com/taskforce](http://investstratford.com/taskforce).

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About investStratford:

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry. Globally Connected | Community Driven For more info visit: [investStratford.com](http://investStratford.com)

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