

# PRESS RELEASE

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For Immediate Release

Valleyview Co-op is proud to announce the opening of the new Virden Highway C-Store/Gas Bar on February 15th at 6:00 am. The newly constructed location at 555 Frontage Road will give Valleyview Co-op members access to twice as many pumps and an enhanced experience.

Location Manager Faye Gerring says her team is excited about moving to their new home." There is so much to look forward to as we get closer to opening: meeting new customers, having more space, increased traffic, displaying new products, having more storage, and a bigger store. I was here for the opening of the downtown location 27 years ago, so being a part of this new, modern location is extra special for me and my team."

Valleyview Co-op identified they had outgrown the location at 114 7th Ave S. and announced the purchase of a property on Frontage Road in January of 2022. Energy Division Manager Sue Capern says Valleyview Co-op will decommission the downtown site over the next few months. "The existing site in downtown Virden has been a great location to serve Co-op members. Currently, Valleyview Co-op is exploring opportunities to repurpose the site for our community's best interest. During the transition, there will be a three-day period where service will be unavailable. We hope to minimize this closure's impact on our members, and we look forward to welcoming them into the new highway location."

February 11<sup>th</sup> will be the final day for Gerring and her team working the pumps at 7<sup>th</sup> Ave S. and King St. The transition to the highway location will take three days (Feb 12th, 13th, and 14th), during which time both locations will close. Opening day is February 15th at 6:00 am, and a grand opening ceremony is scheduled for March 22nd.