



## CENTRAL ALBERTA CO-OP to close PLAZA FOOD STORE

*Press Release*

(RED DEER, ALBERTA) April 17, 2019

On November 1<sup>st</sup>, 1962, Red Deer Co-op opened the doors of the Plaza Food Store in downtown Red Deer. The new store featured groceries, meat, bakery, hardware and dry goods along with pharmacy. In 1974, with the purchase of the Bowling Alley situated in the basement, they expanded their offering of hardware, dry goods and furniture and in 1975, opened the cafeteria, where many world problems were solved over a cup of coffee. In 56 years, the City of Red Deer has grown, and residential neighborhoods and their shopping habits have shifted as a result.

Following several months of review and after careful consideration by management and your Board of Directors, the decision has been made to close Central Alberta Co-op's Plaza Food Store this summer. However, our Pharmacy will remain operational as this department will be relocated to a new downtown location.

"Central Alberta Co-op has a responsibility to their entire membership to ensure that long-term sustainability of the Co-op is maintained. As a result, we must adapt and unfortunately tough decisions like this one are necessary to remain viable long term", said Gerald Hiebert, Chief Executive Officer.

Looking back on this food operation, Central Alberta Co-op is pleased with the number of years they were able to sustain the business, providing Red Deer's downtown member/customers with the services offered. They are not looking at this decision as a just a closure but rather a celebration of 56 plus years of serving you, their member customers.

"One of our first concerns when making this decision was the impact it would have on your Plaza Food Store team members. We will be working closely with our team members to assist them through this transition and we wish to extend a sincere Thank you to them for their commitment to Central Alberta Co-op and to our member customers."

Central Alberta Co-op is committed to continue services provided by Plaza Food Store, such as grocery delivery along with the Seniors' bus program. The only change will be the phone number you will call to place your order or where the bus will take you to. You can expect to receive the same friendly service that you have become accustomed to when shopping at any of our remaining Co-op locations.

"From all of us at Co-op, we wish to thank you in advance for your understanding of what has been an extremely tough decision and for the support you have given us over the 56 plus years at this location. We invite each of you to continue to support your local Co-op by visiting your Deer Park or Timberlands Food locations in Red Deer."

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**For more information, contact:**

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