

Library and Domino's re-team for Shop Local

By Rob Paul

For the second time in the last few months Caledon Public Library (CPL) is partnering with Bolton's Domino's Pizza for fundraising.

In December, Bolton Domino's first began the fundraiser for CPL by donating \$1 from every cheesy bread ordered through the month to the library.

The idea was Domino's way of showing how thankful they are as a local business for the work CPL has done in the community both pre-pandemic and throughout the tough times. It's two local staples working together for the betterment of community.

Now they're back working together with a new fundraising deal through Bolton Domino's. Every Tuesday for the month of July, \$5 from each large pizza purchased will go towards CPL as part of the 'Dough Raiser.' It's not only Bolton Domino's this time either, the Domino's located at Mayfield Road in Brampton will also be participating in the promotion.

'This is the second time we've worked with Bolton Domino's after they reached out to us last winter,' said Mary Maw, CPL Communications and Community Development Manager. 'It's been wonderful working with them because they really care about the community and giving back to the library. This time it's an even larger donation through the fundraiser.'

Having the second Domino's location get involved too was a bonus and Maw couldn't be happier with the support.

'It's not only the Bolton location this time, with the location on Mayfield Road getting involved,' she said. 'It's very close to our new Southfields Village branch and they're on board too with the \$5 donations on Tuesdays.'

To make it even more special, the pizza boxes will have a CPL-specific topper to remind residents of the good being done and what the library is offering to residents this summer.

'Not only are they fundraising with us again,' said Maw, 'but they helped us design a box topper last time. 5,000 pizza boxes have a box topper on them that's promoting the library with information on it. They've helped us design a box topper again that promotes some of our special collections this summer.' 'we're loaning lifejackets right now, we have an adventure backpack program. It's promoting some of the unexpected things we're doing. The whole premise is that the only card you need this summer is the library card. It goes beyond raising money with them, that promotion is huge for us. What else gets into people's homes in the community to let them know about us like this?'

The team up is all about community says Domino's Director of Corporate Affairs Rocquisha Whyte, and the support they've received in Bolton has motivated them to give back.

'Helping the community to know where we are and that we will be open through these times was our goal and we want to do as much as we can to work with the Bolton community and hope that when people think pizza, they think Domino's because we are active in the community,' she said.

The pandemic has been tough on everyone and CPL and Domino's hope their partnership helps inspire more and more Caledon community members to support local as the efforts to rebuild the local economy get underway.

'We're really grateful to get to work with them,' said Maw. 'They're just so happy to help the community.'