

Canadian Franchise Association Announces Winners of the 2020 CFA Recognition Awards

(Toronto, ON) June 8, 2020... The Canadian Franchise Association (CFA) is pleased to announce the winners of the 2020 **CFA Recognition Awards**. The awards were presented through video online for the first time, and featured speeches from the recipients. The CFA adapted its awards program to a video format as a result of COVID-19 physical distancing regulations.

CFA Recognition Awards honour individuals and CFA member companies for their outstanding achievements, philanthropic endeavours, and contributions to the Canadian franchise community. Nominations are solicited from CFA members across Canada and winners are selected by a committee based on merit.

“The **CFA Recognition Awards** are about celebrating individuals and companies for their extraordinary accomplishments and contributions to the franchise community, which is especially important during recent times,” says the CFA’s President and Chief Executive Officer, Sherry McNeil.

“Franchising is ultimately about people helping other people achieve their goals. Our prestigious **CFA Recognition Awards** honour each individual and company for their demonstrated commitment to Growing Together™ and for helping the Canadian franchising community become Stronger Together. We congratulate all the winners on their achievements.”

The recipients of the 2020 **CFA Recognition Awards** are:

Category: Diversity and Inclusion Champion Award | Recipient: Yum! Brands (KFC, Pizza Hut, Taco Bell)

In 2015, Yum! Brands’ former CEO Greg Creed established a U.S. diversity and inclusion council called Leading Inclusion for Today and Tomorrow (LIFTT), which includes leaders and franchisees across Yum!, including KFC, Pizza Hut, and Taco Bell. Under current CEO David Gibb’s leadership, the global franchisor is doubling down on its efforts to create an inclusive culture that unlocks potential in all types of people and fully leverages the diversity of thought that comes from our differences in gender, ethnicity, race, religion, age, sexual orientation, professional background, and even style of communication and leadership. Yum! Brands aims to create an inclusive and ethical workforce in order to be a workplace of choice and to drive business results by connecting meaningfully with diverse employees, customers, franchisees, and suppliers worldwide.

Category: Lifetime Achievement Award | Recipient: Dr. Nick Whitehead

Dr. Nick Whitehead is the co-founder of Oxford Learning Centres, Inc., and acted as its CEO and president from its opening in 1984 until he officially retired from his long-standing position in 2019. He opened the first Oxford Learning Centre in London, Ontario in 1984 and began helping children develop stronger thinking and learning skills through the application of his unique instruction methods and his cognitive learning model. Dr. Whitehead has taken on a role of mentorship, playing a pivotal role in developing 100 Oxford Learning Centres that are helping students, families, and communities across Canada.

Category: CFA Outstanding Corporate Citizen Award | Recipient: Pet Valu

Together, the Pet Valu family of stores and their customers have raised more than 24,148,368 in dollars and donations since 2010. Pet Valu participates in a number of charitable efforts, including giving back month in October. In October 2019, they raised \$797,000 and found 2,280 pets a forever home. Throughout October, they also collect food and supplies for pets in need. Pet Valu helps fund community mobile animal hospitals and rescue vehicles, and works with their national charity partner, Lions

Foundation of Canada Dog Guides, whose mission is to help Canadians with medical or physical disabilities. One hundred per cent of the donations received through Pet Valu's annual calendar and bandana programs help place life-changing Dog Guides with Canadians who have disabilities. Over the years, Pet Valu has found forever homes for 37,713 pets.

Category: CFA Volunteer Leadership Excellence Award | Recipient: John DeHart

John DeHart has been a pillar of the Canadian Franchise Association (CFA) community. John recently served as Chair of the CFA Board of Directors, and as a volunteer on the CFA Executive Committee. He has played a key role in the success of CFA National Convention, serving as a Power Session Moderator and Closed-Door CEO Session Moderator in 2019 and a Keynote Speaker in 2018. John also led the development of the CFA's Core Values and Strategic Plan. As an enthusiastic ambassador of the CFA, John was a member of the Growth Hack Committee, a member of the Branding Committee, and has provided strong leadership throughout his years working with the CFA. His deep involvement and continuous support of the franchise community has helped shape the CFA and Canadian franchising overall.

Category: CFA Distinguished Franchise Support Services/ Supplier Award | Recipient: AXIS Integrated

AXIS Integrated is a group of experts in data-driven franchise sales & marketing solutions. They focus on the development of custom database solutions, web-enabled marketing applications, and the execution of lead and customer nurturing programs for franchise organizations. AXIS Integrated is a strong supporter of the CFA: they are a national sponsor, launched the LookforaFranchise.ca lead nurturing program, contributed articles to *The Franchise Voice*, hosted webinars, and created a tradeshow lead nurturing package for CFA tradeshow exhibitors to efficiently capture and nurture their leads. AXIS Integrated created Intelligent Lead Nurturing, a modern and powerful lead management solution to help franchisors grow their network of franchisees. They recently launched intelligentleadnurturing.com to educate brands on the power of modernized lead nurturing. AXIS Integrated is committed to advancing the franchise business model and to collaborating with other CFA members to help build the franchise community and further Canadian franchising.

The **CFA Recognition Awards 2020** video presentation will be shared through social media the week of June 8, 2020. For more information about the CFA Recognition Awards, please visit: www.cfa.ca.

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About the Canadian Franchise Association

The Canadian Franchise Association (CFA) helps everyday Canadians realize the dream of building their own business through the power of franchising. The CFA advocates on issues that impact this dream on behalf of more than 700 corporate members and over 40,000 franchisees from many of Canada's best-known and emerging franchise brands. Beyond its role as the voice of the franchise industry, the CFA strengthens and develops franchising by delivering best-practice education and creating rewarding connections between Canadians and the opportunities in franchising. Founded in 1967, the CFA consistently advances and supports the franchise community, and is the essential resource for information, insight, and expertise through its award-winning education, events, services, and websites: cfa.ca and FranchiseCanada.Online.

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