Canadian Tire celebrates third Milton expansion

By MELANIE HENNESSEY

The Champion

Canadian Tire celebrated the official opening of its new location at Steeles Avenue and James Snow Parkway yesterday morning — welcoming local residents to its expanded, more women-oriented store.

With an increase in clothing and footwear, a large selection of Christmas decorations as soon as you walk through the door and an expansive home décor department, Canadian Tire officials are hoping the new store will better reflect the needs of women and families.

"We've really just made the store more female-friendly, while maintaining a lot of the feel of the traditional Canadian Tire store," said Callum McLean, vice-president of central region dealer operations.

The new store, with 62,000 square feet of retail space, is about five-and-a-half times bigger than the old facility on Market

Drive.

It features a 15-bay automotive service centre, 9,000-square-foot garden centre and an outdoor market place with themes that will change with the seasons and holidays.

The store is laid out in four sections — driving, playing, living and fixing — which covers Canadian Tire's cornerstone departments, such as leisure and sporting goods, hardware and tools, along with home maintenance and repair.

"The new store has been received very well by the community," said Darren Beson, regional manager of dealer operations. "We're very pleased."

He added that now, Canadian Tire will let local customers decide what products they like and don't like at the Milton store and make appropriate changes from there.

The new store's owner is Jamie Grant, who took over from the old location's

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Canadian Milton Jamie dealer Grant and his wife Barbara Mayor join Gord Krantz in celebrating the official opening of the new Avenue James Snow Parkway yesterday morning.

> Photo by GRAHAM PAINE



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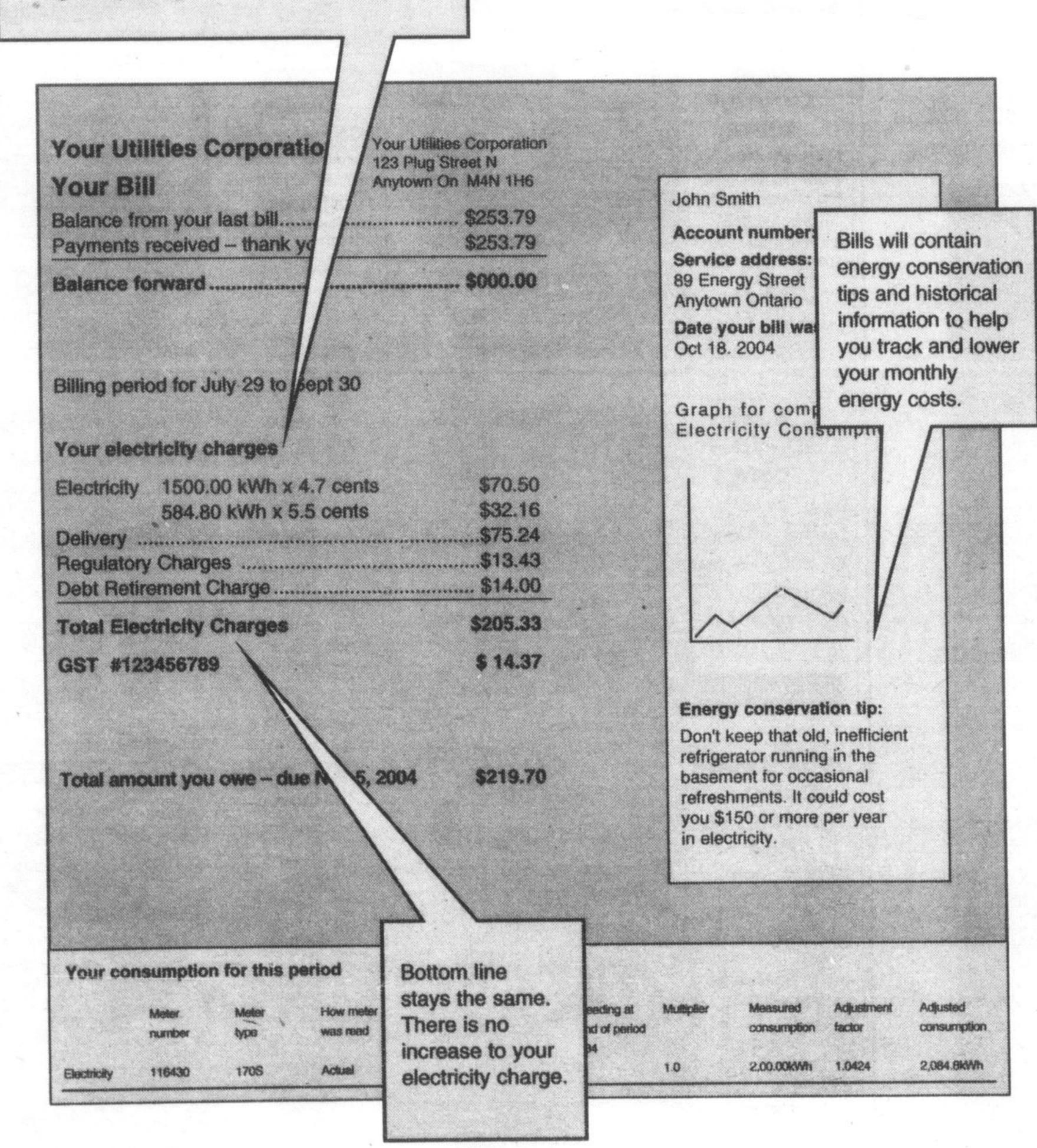
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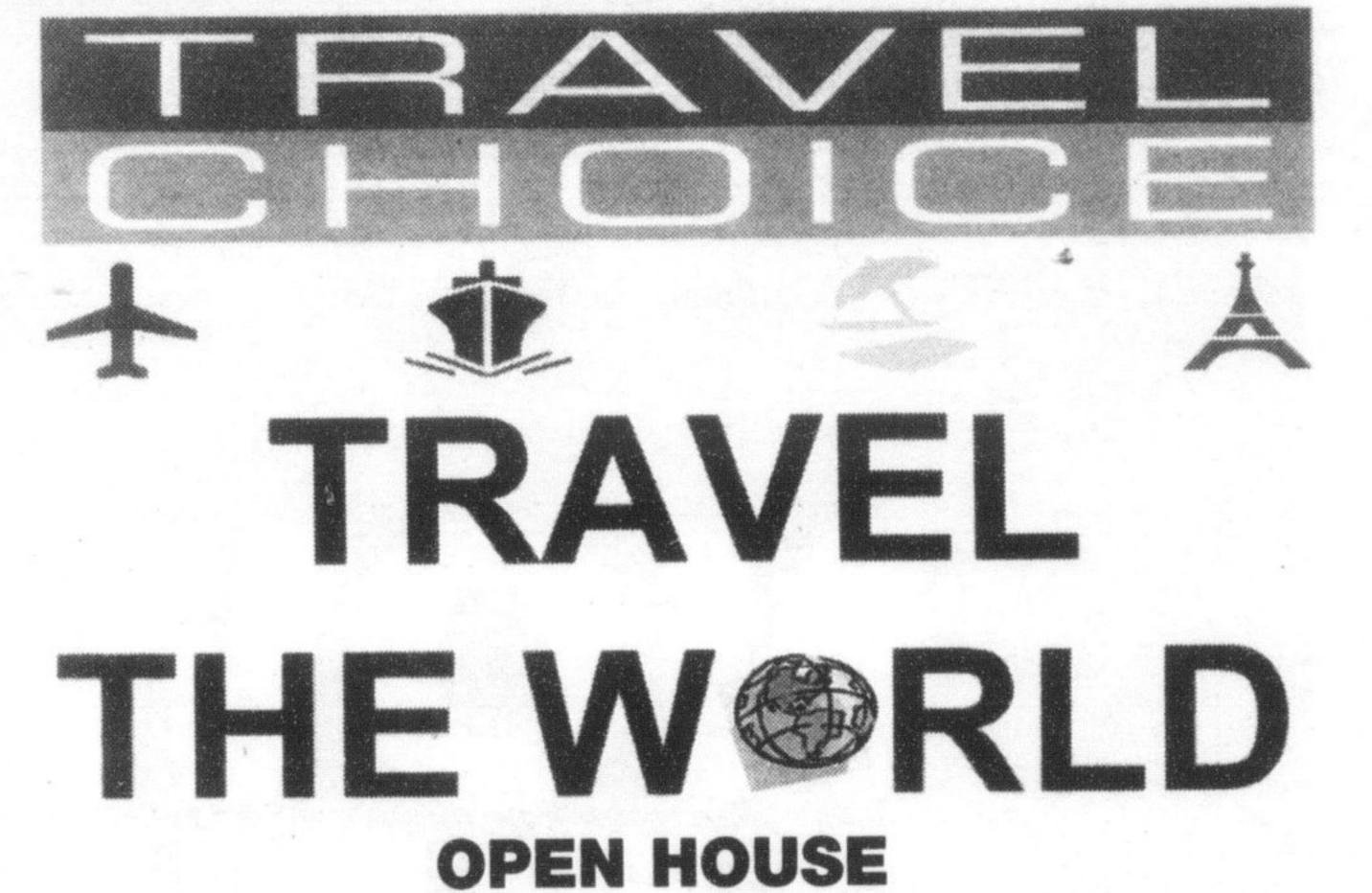
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