

NEWS RELEASE



For Immediate Release
Jan. 18, 2011 | 008-11

CONTACT

Megan Harris, Manager, Marketing and Communications
School of Business & Economics
519-884-0710 ext. 2948 or mharris@wlu.ca

Kevin Crowley, Director, Communications & Public Affairs
Wilfrid Laurier University
519-884-0710 ext. 3070 or kcrowley@wlu.ca

M&M Meat Shops co-founder named Laurier's outstanding business leader for 2010

WATERLOO – Mac Voisin, chairman and co-founder of M&M Meat Shops Ltd., has been named Laurier's Outstanding Business Leader for 2010. The award will be presented at a formal celebratory luncheon at Laurier on Feb. 14.

Voisin was selected for this prestigious award in recognition of his entrepreneurial leadership and innovation in founding one of Canada's most successful retail food businesses, and for his extensive community involvement.

"Mac has demonstrated innovation by founding Canada's largest retail chain of specialty frozen foods, driving substantial year-over-year growth, and providing entrepreneurial leadership through a strong corporate philosophy," said Ginny Dybenko, Laurier's dean of business and economics. "His tireless support of the Crohns and Colitis Foundation of Canada and several other charitable organizations make him an ideal recipient for this award."

Voisin, along with then-brother-in-law Mark Nowak, opened the first M&M Meat Shop in Kitchener in 1980 with the aim to sell top quality meat at affordable prices. It expanded quickly under Voisin's philosophy of "act big even when you're small." The first franchise opened in 1981 in Cambridge. Today there are more than 465 locations across Canada.

An active community partner, Voisin started the first chain-wide Charity BBQ Day to raise funds for the Crohns and Colitis Foundation of Canada (CCFC) in 1989. Since then, it has raised more than \$16 million for CCFC research. Voisin also supports the Waterloo Region Food Bank, St. Mary's Hospital, the Kitchener-Waterloo Community Foundation, Junior Achievement of Waterloo Region, and the K-W Counselling Centre.

The School of Business & Economics has presented the Laurier Outstanding Business Leader Award annually since 1987. Award winners are business leaders who exemplify the qualities and characteristics of leadership and management excellence that the school seeks to develop in its students. A list of past recipients can be viewed at http://www.wlu.ca/page.php?grp_id=31&p=440.

– 30 –