

## A Lovely Bunch Of Cupcakes

By Kinjal Dagli Shah

In addition to flowers, Stouffville Florist on Main Street displayed an assortment of cupcakes on a particularly cold morning in February, to support the Cancer Recovery Foundation of Canada.

The cupcakes, each selling for \$2, were gone by noon.

"We sold 164, all baked by the staff at our store. We collected \$328, which our business will match. We also had some donations of cash for the charity so we will end up donating \$710 to the Cancer Recovery Foundation of Canada," said store owner Kim Everson, who made extra efforts to spread the word to other downtown businesses, since the chilly weather had slowed down walk-in traffic.

She heard about the initiative through

an email from the charity asking for volunteers to bake, cupcakes, and she and her staff decided to support the cause.

"This is the first time we have participated in a cupcake sale and all my staff pitched in so we had a good variety of flavours. Everyone at the store helped sell them and the response by local people was overwhelming. People were impressed by the quality of the cupcakes. The foundation, as well as the Town of Whitchurch-Stouffville, put a note about the upcoming sale on their website, but word of mouth was the best advertisement," said Kim, whose daughter Charlene designed a beautiful poster to let people know about the fundraiser.

Brenda Sorensen, who has worked

at the business for two years, baked 18 cupcakes and had fun doing it.

"I made lemon swirl cupcakes and arranged them to look like a floral bouquet. It took me an hour to bake them, but three hours to do the arrangement, because I wanted to make sure I propped them up nicely without pricking the cupcakes. But it turned out really nice in the end so I didn't mind, and it was for a good cause. Besides, I was off work the day before so I had extra time to do it," said the Musselman's Lake resident.

The Cancer Recovery Foundation helps families and patients during the recovery stages of cancer, both financially and through healing help. The charity can be reached through their website at [www.cancerrecovery.ca](http://www.cancerrecovery.ca) or by phone at 905-477-7743.



The staff at Stouffville Florist baked these yummy cupcakes in support of the Cancer Recovery Foundation. Kinjal Dagli Shah photo



Brenda Sorensen created these delectable edible flowers for the cupcake sale. Kinjal Dagli Shah photo

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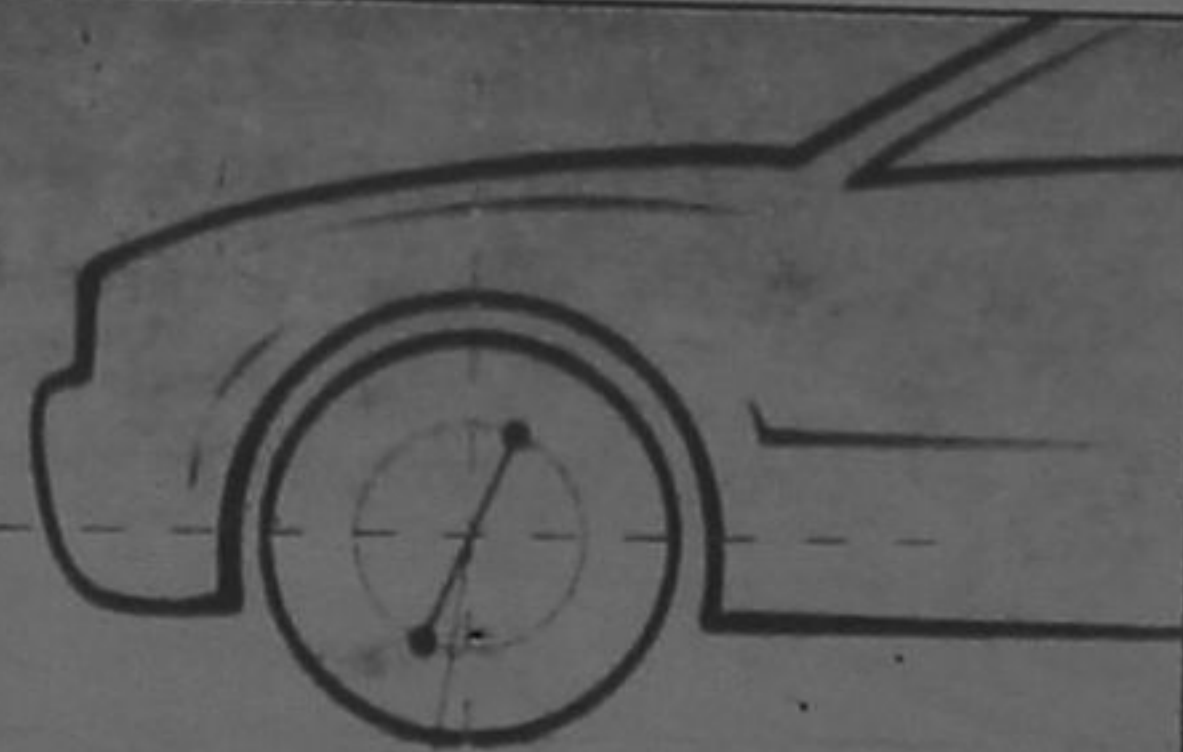
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