



For immediate release

**Frank Lovsin**

*2009 Recipient of the Spirit of the Independent*

**TORONTO: May 14, 2009.** . . Dave Delchiaro, Chair of the Canadian Federation of Independent Grocers (CFIG) and John F.T. Scott, President and CEO of CFIG, announced Frank Lovsin, Co-Founder of Freson Markets in Peace River, Alberta, as the 2009 recipient of CFIG's prestigious Spirit of the Independent Designation. This award is given infrequently to individuals who have provided exceptional inspiration to Canada's independent grocers. Previous recipients of this award include Jim Pattison, Tom Haggai, and the Hon. Lyle van Clief. Chair, Dave Delchiaro, commented, "Frank has been a tremendous advocate for the independent grocer. He was one of the first independents to recognize the value of a national organization such as CFIG and his early years on the board help mold the principles on which it has been developed. This award is but a small recognition of the huge role he played in facilitating the building of that national organization."

Mr. Lovsin will be officially recognized on October 26, 2009, at 11:00 am in the Leonard Cohen Ballroom at the Toronto Congress Centre, Toronto, Ontario, at Grocery Innovations Canada 2009.

A deserving recognition for one of the most entrepreneurial independent grocery retailers in Canada, Mr. Lovsin and his family have invested in their community and given back in countless ways. Mr. Lovsin was designated a Life Member by CFIG in the first official year of the award and continues to be active within the organization. CFIG President and CEO, John F.T. Scott said, "The personal ethics and values espoused by Frank and Agnes Lovsin have been the underpinnings of their success and continue to guide their businesses to this day. Those values, together with his entrepreneurial flair, are a key part of the rationale used by the Board of Directors of CFIG in their decision to confer this rarely presented award. It is more than a fitting tribute to an amazing person who has given so much back to his chosen industry."

**The Canadian Federation of Independent Grocers (CFIG)** is a non-profit trade association founded in 1962, which continues to be a collaborative community, equipping and enabling independent, franchised and specialty grocers for sustainable success. Representing over 4000 grocery retailers from every part of Canada, CFIG is a strong and united voice for independent grocers, providing programs for operational excellence, facilitating educational and training programs and fostering enabling-relationships among retailers and suppliers. CFIG is a respected organization that speaks confidently for its retail members to industry, government, and the consumer.

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