



March 12, 2020

FOR IMMEDIATE RELEASE

The Social Gourmet is Niagara's Latest Certified Living Wage Employer

The Niagara Poverty Reduction Network is pleased to announce that [The Social Gourmet](#) has become a certified living wage employer at the Champion level.

The Social Gourmet is a boutique social media management company based in Grimsby that provides solutions tailored to a business' needs and goals. They work in and around the community with small and medium-sized businesses. The Social Gourmet employs one full time staff and three part time staff.

"We believe that all employees should not only be paid a Living Wage, but that employees who are appreciated (in both day to day actions and rate of pay) will be more engaged in their role within our company, and bring more to the table," says Peggy Harnock, CEO, The Social Gourmet. "Happy and engaged team members make for a more positive work environment, which in turn allows our company to grow and employ more members of our community. Win/Win!"

"We are pleased to see many local employers who recognize the value and benefits of paying at least a living wage. Paying a living wage takes direct action to address poverty and to help people afford their cost of living expenses," says Aidan Johnson, Chair of the Niagara Poverty Reduction Network.

A living wage reflects what earners need to be paid based on the actual costs of living and being included in the community. A living wage is not the same as the legislated minimum wage. It is a voluntary commitment that employers can make to compensate directly-employed and contract-employed full-time and part-time workers. The 2019 living wage for Niagara region has been calculated to be \$18.12/hour. If an employer's total compensation package includes benefits such as dental and prescription drugs, the living wage can be lowered by at least \$1.00/hour.

Learn more about Niagara's living wage at www.wipeoutpoverty.ca. Niagara-area employers interested in becoming living wage certified can contact the Ontario Living Wage Network for more information at www.ontariolivingwage.ca

- 30 -

The Niagara Poverty Reduction Network is a collective of over 30 agencies and individuals working to wipe out poverty in Niagara through education, collaboration, and advocacy to address poverty's root causes.

Media Contacts:

Aidan Johnson, Chair, Niagara Poverty Reduction Network
Phone: 905-682-6635
E-mail: johnsona@lao.on.ca

Peggy Harnock, CEO, The Social Gourmet
Phone: 289-235-9333
E-mail: peggy@socialgourmet.ca