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The Shift Media Group specializes in delivering top-quality print media, offering businesses the opportunity to advertise in engaging and visually appealing publications. Our print solutions help you reach your target audience effectively, making a lasting impression and driving brand awareness in the local community.

Beyond print, we provide professional videography services that showcase your business through compelling videos, telling your story in a way that captivates and inspires. Our expertise also includes photography, graphic design, and marketing, ensuring a complete suite of services to elevate your brand and help you connect with your audience in meaningful ways.

What sets The Shift Media Group apart is our all-inclusive approach. Every package we offer includes both print and web advertising, giving your business a dynamic presence across multiple platforms. Our experienced team brings decades of expertise in business, sales, videography, photography, social media, and marketing. We don't just create campaigns; we craft strategies tailored to your goals, ensuring your business stands out in a competitive market.

From innovative designs to impactful videos and strategic marketing campaigns, The Shift Media Group is committed to delivering results. We are your trusted partner, ready to help your business grow, make an impact, and thrive in the ever-changing media landscape. With The Shift Media Group, you're not just advertising—you're making a statement.



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Sleep Country Canada: A Leader in Sleep Solutions

Sleep Country Canada has become synonymous with quality sleep products and exceptional customer service. Founded in 1994, the company has grown to be one of Canada's largest mattress and bedding retailers, with over 290 stores nationwide. Its mission is simple: to provide Canadians with better sleep through innovative and high-quality products tailored to their individual needs.

Offering a diverse range of mattresses, pillows, bedding, and accessories, Sleep Country ensures customers find products that suit their sleep preferences. The company partners with leading brands and incorporates the latest sleep technology to deliver personalized comfort. In addition, their knowledgeable staff, known as Sleep Experts, guide customers through the buying process, ensuring they make informed decisions.

Sleep Country is also dedicated to sustainability and social responsibility. Through its Donated Bed Program, the company has contributed thousands of mattresses to families in need. Its commitment to environmental sustainability includes mattress recycling initiatives that reduce waste and promote eco-friendly practices.

Recognized for its memorable tagline, "Why buy a mattress anywhere else?", Sleep Country Canada continues to build its reputation as a trusted name in sleep solutions. Whether it's through their seamless in-store experience or user-friendly e-commerce platform, Sleep Country helps Canadians wake up refreshed and ready to take on the day.

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Henry's Canada Premier Camera Store Looks to the Future

Henry's, a Canadian leader in digital imaging since 1909, remains a cornerstone for photographers, filmmakers, and content creators. With 20 locations nationwide and a thriving online platform offering over 15,000 imaging products, the retailer has built a legacy of innovation and excellence.

In June 2023, Henry's entered an exciting new chapter with its acquisition by Lynx Equity Limited, a Toronto-based private equity firm. This partnership aims to propel the company's growth while preserving its rich heritage under the continued leadership of CEO Gillian Stein. Lynx's investment positions Henry's to enhance its customer experience and expand its offerings.

A key aspect of Henry's recent success is its embrace of technology. The implementation of an advanced ERP, POS, and e-commerce system has streamlined operations and elevated customer service. Additionally, Henry's debuted a small-format store in Hamilton's Lime Ridge Mall, achieving significant revenue growth and providing a model for expansion into regional markets.

The company's achievements have not gone unnoticed. In May 2023, Henry's earned Gold Standard status in Canada's Best Managed Companies program, recognizing its innovative approach, sustained growth, and industry leadership.

As Henry's celebrates over a century of service, its partnership with Lynx Equity Limited signals a bright future. Committed to innovation, excellence, and the creative community, Henry's continues to set the standard as Canada's greatest camera store.



Pita Pit's Rise in Canada: A Success Story of Fresh and Healthy Eating

Pita Pit, the Canadian quick-service restaurant franchise specializing in Lebanese-style pita sandwiches, has experienced significant growth across Canada since its inception. Founded on July 20, 1995, by John Sotiriadis and Nelson Lang in Kingston, Ontario, the brand quickly became popular for offering a fresh and healthy alternative to traditional fast food.

By 1997, Pita Pit began expanding within Canada, and by 1999, it had entered the United States market. As of January 19, 2024, there are 229 Pita Pit locations across Canada, with Ontario hosting the majority at 138 locations, accounting for approximately 60% of the national total. Other provinces with notable numbers include British Columbia with 24 locations and New Brunswick with 16.

In August 2021, Pita Pit's Canadian operations were acquired by Foodtastic, a Quebec-based restaurant franchiser, marking a new chapter in the brand's development.

Pita Pit's commitment to innovation is evident in its menu offerings. In November 2016, the company launched a Chicken Shawarma pita nationwide, catering to diverse customer preferences and adhering to Halal standards.

With over 450 stores worldwide, Pita Pit continues to uphold its "fresh thinking, healthy eating" motto, appealing to health-conscious consumers seeking alternatives to conventional fast food.

Weekly Trivia

1. Which country has won the most FIFA World Cup titles in men's soccer?
2. What year did the Titanic sink during its maiden voyage?
3. What is the longest river in the world?
4. Which band released the album The Dark Side of the Moon in 1973?
5. What is the square root of 144?
6. Who became the first female Prime Minister of Italy in 2022?

The Shift Media Group
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