Waypoint Convenience and BG Fuels Spotlight Canadian Talent with the Launch of “Snack Sessions” Featuring JUNO-Nominated Artist, STORRY

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Waypoint Convenience, owned and operated by BG Fuels, has launched a bold new initiative to celebrate Canadian music, culture, and community—Snack Sessions. In collaboration with independent creative agency Arrivals + Departures (A+D)and the Canadian Academy of Recording Arts and Sciences (CARAS), Waypoint transformed one of its stores into an intimate performance venue for a special showcase by JUNO-nominated artist, STORRY.

Held at the Waypoint location in Stoney Creek, Ontario (41 Upper Centennial Pkwy, Hamilton), the performance on June 4 brought customers face-to-face with STORRY’s soulful, genre-bending sound in a truly unexpected setting: a local convenience store. As of today, Waypoint has released the full performance and exclusive behind-the-scenes content across its social media channels.

This project was created to celebrate Waypoint’s role as the Official Convenience Store of The JUNO Awards, and is a continuation of its long-standing commitment to supporting Canadian music through its partnership with MusiCounts, Canada’s music education charity.

"Being connected to our communities has always been at the heart of everything we do at Waypoint,” said Amanda Simpson, Convenience Retail Brand Manager at Waypoint Convenience. “Waypoint is the Official Convenience Store of The JUNOS and has held a longstanding partnership with MusiCounts, the charity associated with The JUNOS and Canada’s music education charity. From the moment A+D presented this idea, we loved it. We loved its celebration of Canadian artistry and being able to give STORRY a unique stage to perform on. With support and collaboration with The JUNOS, this program is an exciting first step in a long-standing partnership together.”

"This initiative is a completely new way for Waypoint Convenience to show up in market—pairing Canadian creativity with a local brand that often flies under the radar,” said Jeff MacEachern, Chief Creative Officer at Arrivals + Departures. “It’s a perfect match: celebrating the artistry of this country through the lens of a neighbourhood convenience store that’s more connected to communities than most people realize.”

"This partnership with Waypoint Convenience is a testament to our shared passion for celebrating Canadian music and bringing fans closer to the artists they love,” said Allan Reid, CARAS President & CEO. “We are incredibly proud about this special performance featuring STORRY and all that Waypoint has done to showcase great Canadian music.”

The first Snack Sessions performance by STORRY is now live, showcasing her signature blend of pop, soul, and R&B. The program aims to create unexpected moments of connection between Canadian artists and everyday Canadians, right in their own neighbourhoods.

Watch the full performance and explore behind-the-scenes content:

Link to work
Waypoint Instagram - Snack Sessions Content Hub

Links to websites

Waypoint Convenience Website

Arrivals + Departures Website

Storry's Website

About BG Fuels

BG Fuels is a Canadian retail fuel station operator with a national network of almost 250 Mobil™, Esso™, and Waypoint Convenience® outlets. The company prides itself in the safe and reliable operation of high productivity assets that provide superior customer value.

BG Fuels is the largest Mobil™ branded retailer in Canada and has exclusive rights to develop new retail fuel stations at Loblaw Companies Limited grocery properties across country. The majority of its Mobil™ stations are adjacent to familiar grocery banners like Loblaws, Real Canadian Superstore, No Frills, Zehrs, Your Independent Grocer, Maxi, Provigo, and Fortinos. Through this Loblaw relationship, BG Fuels is able to offer the highest point earn rate on fuel of the industry leading PC Optimum™ loyalty program.

The company owns the Waypoint Convenience® brand, which is a convenience store concept focused on the importance of exceptional customer service in a clean and fresh space that makes customers feel good. Locations feature unique Canadian products that are difficult to find outside of their home regions and a look and feel that stands out in the convenience store space.

In November 2023, BG Fuels was acquired by Dave Armstrong and Andrew Armstrong, who also own Global Fuels, another Canadian branded wholesaler that supports a dealer fuel station network of almost 250 Mobil™ and Esso™ branded locations.

For more information about our brand, locations, and more, please visit our website www.bgfuels.com.

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ABOUT

About Arrivals + Departures

Arrivals + Departures is a creative agency with offices in Toronto and Halifax that helps brands navigate the changing world around them. A national, independently owned advertising agency, we harness the collective passion and perspective of our people to see the world differently for our clients' brands. Arrivals + Departures works with leading Clients including RE/MAX Canada, Pet Valu, Fallsview Casino Resort, Metro Ontario, Fisherman's Friend, Tourism PEI and Waypoint Convenience.

About STORRY

Performer, visual artist, advocate, and phenomenal voice - STORRY is quickly emerging as an artist to watch. She is on a mission to inspire through evocative and honest music. With the sociopolitical importance of Childish Gambino, the powerhouse vocals of Adele, the grit of Cardi B, STORRY's music is a unique journey that transforms audiences. An in-demand collaborator, STORRY was featured on the title track of Stormzy's number one album This is What I Mean, propelling her further into the limelight. She has also lent her operatic vocals to Burna Boy's Grammy winning Alarm Clock.

Currently, STORRY has released "Call Cain," the first single from her forthcoming concept album Chapter 2: Run. A gripping introduction to the prequel of her acclaimed debut, the track sets the tone for a body of work that follows a woman's attempt to leave the sex industry behind—and the search for freedom. STORRY's next single from Chapter 2: Run is cheeky, theatrical, and designed to make you laugh, dance, and then go…"wait a minute." "Bum Bum" flips the narrative on objectification with a playful nod to the many men who "loved her bum bum instead of her." STORRY calls it a "feminist anthem disguised as a booty shake," offering comic relief at the heart of an otherwise emotionally charged album.

About CARAS & The JUNO Awards

The Canadian Academy of Recording Arts and Sciences (CARAS) is a not-for-profit organization created to preserve and enhance the Canadian music industry and promote higher artistic and industry standards. CARAS' mandate is comprised of four key pillars: Educate through our music education charity, MusiCounts, programs and initiatives; Develop emerging artists through mentorship and development programs; Celebrate Canadian artists with year-round JUNO Awards showcasing; and Honour music industry icons through the Canadian Music Hall of Fame. The 55th annual JUNO Awards Broadcast will take place in Hamilton at TD Coliseum on Sunday, March 29, 2026. For more information on The JUNO Awards or The Canadian Academy of Recording Arts and Sciences (CARAS) please visit www.junoawards.ca.

About MusiCounts

MusiCounts is Canada's music education charity associated with CARAS and The JUNO Awards. MusiCounts' vision is to ensure that all youth in Canada have access to music education through their schools and communities. This vision is realized through grant programs that invest directly into schools and communities across Canada that put musical instruments into the hands of kids who need them the most. Additionally, MusiCounts creates educational resources for teachers and students; empowers young people to pursue music as a career; and celebrates teachers, artists, and philanthropists who champion music education. MusiCounts is funded by many of Canada's most dedicated individuals, events, and corporate citizens. Since 1997 MusiCounts has awarded over $18,000,000 in support of music education in Canada. These funds have benefitted over 1,500 schools and communities, supported over 290 post-secondary music program graduates, and honoured 20 extraordinary music teachers and seven philanthropists.

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