Waypoint Convenience Expands Presence in Canadian Music Culture with "Snack Sessions" and New TD Coliseum Grab & Go Partnership

(TORONTO, ON — May 12, 2026)

Waypoint Convenience is deepening its connection to Canadian music culture with the return of its "Snack Sessions" series in partnership with the JUNOS and the launch of a new Waypoint-branded Grab & Go location inside TD Coliseum.

Snack Sessions Returns for Year Two

As the Official Convenience Store of The 2026 JUNO Awards, Waypoint transformed its Hamilton-area store at 41 Upper Centennial Pkwy into an intimate live music venue during JUNO Week. This year's Snack Sessions featured 2026 JUNO nominee Jade LeMac, whose alt-pop sound and raw storytelling turned an everyday convenience store into an unforgettable performance space.

Known for her viral hit "Constellations" and critically acclaimed 2025 EP *It's Always At Night*, the Vancouver-based artist delivered an intimate set for surprised fans during one of Canada's biggest weeks in music. The performance was captured and released across Waypoint's social channels.

"Two years in, and we're proving that the neighbourhood convenience store is the place to bring everyone together," says Jeff MacEachern, Chief Creative Officer at Arrivals + Departures, who worked with Waypoint on the Snack Sessions campaign. "Taking an artist of Jade LeMac's calibre—fresh off multiple JUNO nominations—and placing her in the middle of a Waypoint is pure magic. It's about celebrating Canadian creativity where people actually live, bringing high-art to the high-traffic aisles of our everyday lives."

"The JUNO Awards are all about elevating Canadian voices, and Waypoint is doing that in the most literal, grassroots way possible," says Allan Reid, President & CEO, CARAS, CEO, MusiCounts. "Seeing Jade LeMac—one of our premier breakthrough nominees—perform in such an intimate, unconventional setting is a testament to why this partnership works. Waypoint is helping us bring music to Canadians, and we are proud to see this program enter its second successful year."

New TD Coliseum Partnership

Waypoint has also partnered with Oak View Group and TD Coliseum to open a Waypoint-branded Grab & Go concession inside the venue—one of Canada's newest premier entertainment destinations.

The newly renovated TD Coliseum hosted the 2026 JUNO Awards Broadcast on March 29, 2026. After the event, Waypoint extended the celebration beyond the venue by distributing coupons to attendees following the broadcast.

"These partnerships are an exciting next step for the Waypoint brand," says Amanda Simpson, Convenience Retail Brand Manager at BG Fuels. "Being part of TD Coliseum allows us to connect with music fans and eventgoers in an entirely new way while continuing to strengthen our roots in the communities we serve. Combined with programs like Snack Sessions, our partnership with the JUNOS reinforces that Waypoint is more than just a convenience store".

"We're proud to welcome Waypoint Convenience as the official convenience store and petroleum services partner of TD Coliseum," says Nick DeLuco, GM of TD Coliseum. "From introducing a new grab & go experience on the event level to activating at The 2026 JUNO Awards, this partnership has delivered immediate value for our guests."

For more information and footage from Snack Sessions, visit Waypoint Convenience's social channels.

Link to work

- Waypoint Instagram - Snack Sessions Content Hub

Links to Websites

- Waypoint Convenience
- Arrivals + Departures
- Jade LeMac
- The JUNO Awards
- MusiCounts
- TD Coliseum

About BG Fuels

BG Fuels is a leading Canadian-owned and operated retail company that operates a national fuel and convenience retail network of over 250 sites across Canada. We're partnered with top fuel brands (including Mobil™ and Esso™) and loyalty programs (PC Optimum™) to bring customers exceptional experiences at our locations. Through our Waypoint Convenience® banner, we work with small-business owners to operate these sites and deliver great products to the local communities and people passing through. BG Fuels prides itself in the safe and reliable operation of high productivity assets that provide superior value to our customers.

For more information, please contact: media@bgfuels.com

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: EQ Bank, Metro Ontario, Pet Valu, Fallsview Casino, Fisherman's Friend, The Beer Store and Waypoint Convenience.

For more information, please contact:

Mike Bevacqua
Partner, President - Toronto
mike.bevacqua@arrivalsdepartures.com
p. 416-529-4946

Jeff MacEachern
Chief Creative Officer – Toronto
jeff.maceachern@arrivalsdepartures.com
p. 416-857-1933

About Jade LeMac
Jade LeMac naturally exists outside of any boxes, instantly apparent in her distant sounds and music. The 22-year-old Vancouver-based singer-songwriter powerfully unites storytelling and music. In 2021, she released her debut single “Constellations,” which went on to land sync placements in Tubi’s *Sidelined: The QB and Me* and Netflix’s *My Life with the Walter Boys*. In 2025, Jade embarked on her first headlining mini tour, performed at major festivals, and released her third EP, *It’s Always At Night,* via Warner Music Canada / East West Records. She has since completed her 2026 Canada and Australia headline tour and is now set to open the U.S. and Toronto dates on Hilary Duff’s upcoming *Lucky Me* Tour.

About CARAS

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 took 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 $20,000,000 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.

About TD Coliseum

TD Coliseum in Hamilton, Canada is Southern Ontario’s premier live entertainment venue for concerts, sporting events, and family shows. TD Coliseum opened in November 2025 after an extensive $300 million transformation of a Hamilton landmark. The 18,000-seat state-of-the-art arena is home to the American Hockey League’s Hamilton Hammers — affiliate of the New York Islanders — National Lacrosse League’s Toronto Rock, and PWHL Hamilton, an expansion franchise in the Professional Women's Hockey League. It is set to attract world-class entertainment as the cultural cornerstone of the Golden Horseshoe. For more information about TD Coliseum, please visit tdcoliseum.com and follow @TDColiseum.

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