

CID

Mainstreet Mikey was our beloved mascot for a number of years. Through that time he made countless people smile, and got people excited about the changes coming to our humble village. Reasonably so, it felt like a huge loss to our team when Mikey decided to retire. We had to find someone that represented our brand just as well - if not better.

CID came to us in June 2018 and once meeting him it's obvious to see why he's an excellent choice. Having a previous career as a Service Dog, CID knows the importance of helping out the community and making sure everyone feels safe. Born and raised in Dartmouth, he has worked with people young and old and knows that everyone has an interesting story. He really does embody the idea of age-friendly and is a blast to be around.

When he isn't promoting us, CID likes to volunteer at seniors' residences, hang out at the boys and girls club, work with emotional support animals, and is known to love a game of hockey - much like another Syd from the area.

If you see CID around don't be afraid to say hello or give him a stellar high-five! He's here to make you happy.