

News Release

United Way Waterloo Region Communities

For Immediate Release – September 12, 2022

United Way Annual Campaign Launches with Walk This Way with Stacey Kay – March of 1000 Umbrellas

Waterloo Region – United Way Waterloo Region Communities (UWWRC) is inviting community members to join them on Thursday, September 15th at 11 am for a vibrant and boisterous march from Waterloo City Hall to Carl Zehr Square in celebration of UWWRC's 2022 fundraising campaign. Cambridge native Stacey Kay ([Canada's Got Talent Finalist](#)) will also be serenading all participants at Carl Zehr Square with her vibrant voice and infectious energy.

Starting at Waterloo City Hall Waterloo (100 Regina St S) and ending at Carl Zehr Square, Kitchener City Hall (200 King St. West), the march aims to raise awareness and funds for a critical network of local services supported by United Way.

"We are very excited that after 3 years we get to join forces in person again," says UWWRC CEO Joan Fisk. "We are thoroughly committed to building community and raising awareness regarding how donations support critical issues and telling donors what impact their generosity has made. We could not hold this event or fund local agencies without the help of sponsors and supporters, and we are so grateful everyone has come forward this year to help us resurrect some in-person excitement and amplify our message. We have all been through so many changes over the last while and we have changed as well. We want to let everyone know that funds raised this year will be directed where donors want to see impact with the launch of our new Campaign for a Cause."

Community members can register for the event at www.uwaywrc.ca/walkthisway. Participants can walk the entire route or join at points along the way. The march will be followed by lunch provided by community partners Borealis Grille and Bar. Stacey Kay and her band will be serenading everyone during lunch at Carl Zehr Square where you can also meet with some of our locally funded agencies.

ION passes will be provided by Toyota Motor Manufacturing Canada Inc following the event to transport participants from Carl Zehr Square back to Waterloo City Hall.

Event Route and Itinerary:

11:00 AM: GATHER AT WATERLOO CITY HALL

100 Regina St S, Waterloo

11:15 AM: WELCOME REMARKS BY UWWRC CEO JOAN FISK

11:30 AM: MARCH COMMENCES ALONG KING ST.

12:10 PM: MARCH ENDS AT CARL ZEHR SQUARE

Kitchener City Hall, 200 King St. West, Kitchener

12:15 – 12:50 PM: LUNCH IS SERVED

12:15 -12:50 PM: MUSICAL PERFORMANCE BY STACEY KAY

12:55 - 1:00 PM: REMARKS BY UWWRC CEO JOAN FISK, UWWRC BOARD CHAIR
KAREN WILKENSEN, REGION OF WATERLOO CHAIR KAREN REDMAN

1:00 PM: ION PASSES AVAILABLE FOR PARTICIPANTS NEEDING TO RETURN TO
WATERLOO CITY HALL OR ANY SCHEDULED STOP ALONG KING ST.

The full list of local sponsors and event partners includes:

BMO

Clarion Medical Technologies

Rockwell Automation

Toyota Motor Manufacturing Canada Inc.

Borealis Grille & Bar

City of Kitchener

City of Waterloo

Waterloo Regional Police Service

St. John Ambulance

Digital Assets:

Please visit www.uwaywrc.ca/about-us/communications/ to download our digital assets and further information, including photos, CEO bio and photo, and other United Way materials.

About United Way Waterloo Region Communities

United Way is the second largest funder of social service programs across the country, second only to government. Thanks to generous donors and partners, United Way is creating change on key social issues such as food security, mental health, and isolation in seniors by investing almost \$3.2 million in critical services to 209 agencies and programs across Waterloo Region in 2021.

For more information or for media interviews, please contact:

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