



News Release

United Way Waterloo Region Communities (WRC)

For Immediate Release

LOCAL VOLUNTEERS RAISE \$32,000 IN ONE NIGHT, HOSTING TRIVIA EVENT TO SUPPORT CHARITIES AND NON-PROFITS IN WATERLOO REGION

A small group of dedicated volunteers organized the 2nd Annual United Way WRC Corporate Trivia Challenge, hosting more than 30 teams at Catalyst 137 in Kitchener, emphasizing the theme 'United we all win!'

WATERLOO REGION, ON (May 10, 2024): A local group of volunteers hosted a special Corporate Trivia Night challenge at Catalyst 137 Marketplace in Kitchener, comprised of 30 teams and over 150 participants, raising \$32,000 to be distributed to local charities and non-profits in Waterloo Region through the United Way WRC.

"Events like this are important," said Joan Fisk, CEO of United Way WRC, while addressing the packed house at Catalyst 137. "They add up to big things. They help people. You are helping people by coming out, by lending your time, and by showing you care. United we are making a difference. Our community is facing many unprecedented challenges, but we are all made stronger by working together in new ways," Fisk said.

The trivia teams competed through six rounds of questions, covering topics as expansive as geography, pop-culture, and local history. It was attended by community leaders, dignitaries, and local advocates such as MP Mike Morrice and Kitchener Mayor Barry Vrbanovic.

In addressing the 30 teams of local businesses, Mayor Vrbanovic stated, "Thank you to you and your organizations for all you do for United Way - Keep being awesome!"



In summarizing the event, volunteer organizer and United Way WRC board member Rebecca Tascona said, " Our aim for tonight is simple: to foster a sense of community, engage in friendly competition, and of course, raise awareness and funds for the United Way."

The Corporate Trivia Challenge was won by a team 'Retained Learnings' from PricewaterhouseCoopers (PWC).

This was the second annual Corporate Trivia Challenge, and after its success this year, organizers and the United Way look forward to bringing the event back to Waterloo Region soon.

Trivia Winners:

1st Place: PricewaterhouseCoopers (PwC) (Team name: Retained Learnings)

2nd Place: ETAS Embedded Systems Canada Inc.'s (Team name: ROBO Canucks)

3rd Place: Miller Thompson (Team name: Bar None)

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Event Digital Assets:

Photo 1: Organizing Committee presenting \$32,000 cheque to United Way CEO Joan Fisk. L to R: Rebecca Tascona, Joan Fisk, Kate Flanagan, Laura Galbraith, Tonya Bickford, Rob Connell, Jennifer Flaherty

Photo 2: First place team PricewaterhouseCoopers (PwC) (Team name: Retained Learnings). Bill Braun, David Beaudoin, Larisa Ricciatti, Mark Tunstall, Riley Pritchard, Scott Gilfillan

Photo 3: Participants from BMO

Photo 4: Organizing Committee Rebecca Tascona, Kate Flanagan, Laura Galbraith, Jennifer Flaherty, Tonya Bickford, Rob Connell

Photo 5: BMO Nesbitt Burns (Team name: The Glorious Five). Leif Erickson, Scott Ellis Ryan Pollington, Seth Laidlaw, Michael Anderson



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 (WRC)

United Way WRC is dedicated to helping people live better lives in every one of the seven communities we serve, and we focus on understanding issues and solutions unique to our community. Thanks to generous donors and partners, we are privileged to collaborate with people, non-profits, and businesses to empower multiple innovative, impactful, and measurable solutions. We are fundraisers and local community builders that support a network of agencies whose programs and services are locally focused, informed, connected, and deeply invested in helping people reach their full potential. To ensure critical agencies, programs and services get the funding they need, and to ensure donors have a clear line of site to the work we do, we have focused on cause-based giving which allows for donations to be directed in a way that aligns with selected priorities and goals. To learn more, connect with us at www.uwaywrc.ca

For more information or for media interviews, please contact:

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