



NEWS RELEASE

CAPTAIN CANUCK TEAMS UP WITH UNITED WAY IN AN EXCLUSIVE PARTNERSHIP TO RAISE MONEY FOR LOCAL CHARITIES

United Way Waterloo Region Communities (WRC) has partnered with Lev Gleason Publications and COMIC HOUSE to produce a limited-edition Captain Canuck t-shirt that celebrates the power of heroes to unite us, with all net proceeds going to local charities

FOR IMMEDIATE RELEASE:

[NOVEMBER 27, 2024: WATERLOO REGION, ON.] With a fun new campaign entitled ‘Heroes Unite Us!’, United Way Waterloo Region Communities (WRC) has secured an exclusive partnership with [Lev Gleason Publications](#) and [COMIC HOUSE](#) of Toronto, ON, to produce a limited-edition ‘Captain Canuck & United Way’ t-shirt. All net proceeds from the t-shirt’s sales will go directly to local charities in need.

‘Heroes Unite Us!’ is a reminder that, no matter who we are or what challenges we face, we can overcome all adversity by working together and helping one other. Heroes serve as focal points that remind us all of the collective power of giving back to our community. When we help local charities, whether it is through donating money, time, or support, we become community heroes as well!

“United Way WRC and Captain Canuck both celebrate and represent the power that Canadians from all backgrounds and walks of life have, when we come together and collaborate to address social challenges and overcome adversity,” says United Way WRC’s Senior Director of Philanthropy, Scott Hamilton. “This t-shirt sends a message that, in challenging times, heroes unite us. We can all be heroes when we work together to help others. And there’s no hero more Canadian than Captain Canuck!” adds Hamilton.

The partnership between Captain Canuck and United Way emerged unexpectedly when Hamilton met the Creator of Captain Canuck, Richard Comely, at Galt’s first ‘mini-Comic-Convention’, hosted by [Retro Rocket Comics](#) in Cambridge, ON, on August 17th. The two hit it off, and the idea of a partnership to benefit local charities was born. Comely soon connected Hamilton with Fadi Hakim, Founder and CEO of Lev Gleason Publications and COMIC HOUSE, to develop the shirt’s image and pursue the partnership.

“Having ‘The Captain’ team-up with the United Way is an honour and a privilege for us, as was collaborating with Scott and his team,” says Hakim. “By proudly wearing this exclusive tee, we can all play sidekick to one of Canada’s premiere organizations in its fight against poverty.”

The t-shirt's design is derived from the nostalgic 'Captain Canuck Club Member' logo popularized in the late-1970s and early-1980s. It combines a vintage design famous within Canadian pop-culture with the logo of United Way, recognizing the importance today of standing together and uniting to help those in our community that are struggling with housing, homelessness, addictions, mental health issues, and much else. With its focus on supporting our local communities, United Way WRC printed the t-shirts locally in Waterloo Region.

"Despite the social crises we are seeing in our streets, from a lack of affordable and supportive housing, to mental health afflictions, food insecurity, gender-based violence, and much else, Captain Canuck and United Way are united in the knowledge that by working together, our combined efforts can help our local charitable organizations and neighbours in need to create a better community," says Joan Fisk, CEO of United Way WRC.

"When we help each other, and when we help our community, we become superheroes," adds Fisk.

Created by Richard Comely and Ron Leishman, Captain Canuck is a nostalgic Canadian icon representing national values of togetherness, the power of helping others in need, and the drive to overcome adversity through concerted and united forms of collaboration. First published in May 1975, Captain Canuck was the first full-colour superhero comic book to be published in Canada and distributed throughout the USA since World War II. Gaining national and international popularity, original Captain Canuck toys, merchandise, and comics remain highly desirable by collectors today – including the 'Captain Canuck Club Member' t-shirts and iron-on patches, upon which this modernized t-shirt design is based.

"When we unite, every effort, from each of us, no matter how small, can add up to change the world. That's what this t-shirt, Captain Canuck, and United Way, are all about," says Hamilton.

For more information on the 'Heroes Unite Us!' campaign and its Captain Canuck t-shirts, please visit us online: www.unitedwaywrc.ca/captain-canuck

ABOUT UNITED WAY 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 sight 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.

Images:

1. The vintage 1981 CC Club ad, that inspired the design of the shirt
2. The Captain Canuck – United Way new logo
3. The photo / graphic of the shirt



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