

News Release

United Way Waterloo Region Communities

FOR IMMEDIATE RELEASE

WAVE MAKER CRAFT BREWERY LAUNCHING “UNITED WAVE” – A BEER THAT GIVES BACK

Waterloo Region (September 5, 2025): United Way Waterloo Region is raising a glass to community spirit with a brand-new collaboration with Wave Maker Craft Brewery Company. The brewery has launched United Wave Amber Ale – a refreshing craft beer that not only celebrates local flavour, but also gives back. For every pint poured, 50¢ will be donated directly to United Way Waterloo Region.

This partnership blends Wave Maker’s creativity and brewing expertise with United Way’s mission to strengthen local communities through programs tackling poverty, mental health, housing, food insecurity, and more.

“United Way has always been about connecting people and creating opportunities to build stronger communities,” said Joan Fisk, CEO, United Way Waterloo Region. “This collaboration with Wave Maker Craft Brewery is another innovative way to bring people together while raising critical dollars for programs that make a difference right here at home.”

The official launch took place last night, Thursday, Sept. 4, at Wave Maker Craft Brewery, complete with music, great conversation, and a first taste of the new brew. Remarks were shared by Scott Pautler, Owner and Brewmaster at Wave Maker, and Joan Fisk, CEO of United Way Waterloo Region.

Scott noted, *“We do some charity work throughout the year, but this was a different approach! A bigger, four-month project – and potentially longer – was really exciting to us. Giving back to the community is part of our ethos at the brewery.”*

The United Way team is excited to tap into this fun initiative as a way to reach new audiences, all while promoting safe consumption, moderation, and connection.

Where to Find It

United Wave is now available at **Wave Maker Craft Brewery** and several participating

local restaurants. A full list of locations can be found on the United Way website: [United Way Waterloo Region Communities](#)

So raise a glass, enjoy responsibly, and know that every sip helps strengthen the community we all call home.

- 30 –

About United Way Waterloo Region Communities

United Way Waterloo Region Communities 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.

We are fundraisers, advocates and local community builders that support a network of non-profit organizations, whose programs and services are locally focused and deeply invested in helping people reach their full potential.

To learn more, connect with us at www.uwaywrc.ca

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.

For more information or for media interviews, please contact:

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