

**SOLD OUT ST.PAW-TRICKS DAY EVENT RAISES OVER \$6,000 FOR THE CARE OF ANIMALS AT  
THE HUMANE SOCIETY**

**KITCHENER WATERLOO STRATFORD PERTH, ONTARIO:** On March 13<sup>th</sup> the Kitchener Waterloo & Stratford Perth Humane Society held a virtual beer tasting fundraiser in partnership with local breweries and other participating businesses. 180 tickets were sold and over \$6,000 was raised for the care of the vulnerable animals in our community.

“We could not have foreseen such an enthusiastic response to our St.Paw-tricks Day fundraiser.” said Bryan Chatten, Manager, Events and Partnerships. “Our goal was to get 50 participants, but after posting the event on social media, the registrations just kept coming.”

The Humane Society would like to thank the local businesses and the event participants for supporting the St.Paw-tricks Day fundraiser.

“ I am so happy we were able to join and support such a cool initiative from the Humane Society, the virtual event was really fun and informative.” said Juan Cala, Customer Marketing Manager at Waterloo Brewing. “All attendees seemed to enjoy all brews and presentations from different local breweries, and we all got to show a little more of what we do and how much we care for our local organizations! Can’t wait to pour the beer and support again!”

Great time was had by all as seen in the St.Paw-tricks Day photo contest submissions that we posted to the Humane Society’s Twitter page. Winning photos are attached with this media release.

“The money raised couldn’t have come at a better time.” said Nick Burke, Director of Development. “March marks the beginning of the annual kitten season. In the coming months, we anticipate receiving more than 450 adult cats and over 500 kittens who will need to be spayed or neutered. The money raised will help offset some of those costs.”

Anyone still wishing to support the Humane Society is encouraged to make a contribution on their [donation page](#).

- 30 -

*The Humane Society of Kitchener Waterloo & Stratford Perth is a leader in Animal Welfare in our communities, focusing on what is in the best interest of the pets. We do this through community education, advocacy, care, and compliance. We are a registered charity and receive no government funding for our programs. Charitable BIN 11898 3550 RR0001*

---

**For more information or for media inquiries please contact:**

Anya Barradas  
Marketing and Communications Manager  
519-745-5615 ext. 257  
[anya.barradas@kwsphumane.ca](mailto:anya.barradas@kwsphumane.ca)