



# MEDIA RELEASE

## Sleeman Breweries Announces \$35,000 Donation to COVID-19 Response

*Guelph, Ontario. April 15, 2020.* Sleeman Breweries, the third largest brewing company nationwide, announced \$35,000 in funding to United Ways across Canada today, to assist with COVID-19 community relief efforts across the county.

Of the total gift, United Way Guelph Wellington Dufferin will receive \$10,000 to support local agencies assist the most vulnerable populations, including seniors, to receive critical community services and support during the global crisis. Other provinces receiving support include Quebec, British Columbia and Alberta, all communities where Sleeman operates.

In response to the crisis, United Way is collaborating with community partners across the country to overcome the challenges the outbreak is causing. Funds will be distributed in different ways in each province, to best serve the unique local needs in each community.

“COVID-19 is affecting everyone,” said Jesse Hanazawa President & CEO of Sleeman Breweries. “We are humbled and pleased to be able to work with the United Way to support those families and individuals in need across our communities. Now, more than ever is the time for us to band together to support one another.”

Sleeman Breweries is the first local business to come forward to support the Community Response Fund here in Guelph-Wellington. Of particular interest to Sleeman was United Way’s partnerships in the community and their ability to unite resources, avoid duplication and ensure their support quickly reached the communities that need help the most.

“We are extremely grateful to Sleeman for their support. Their entire team have always been wonderful partners in our work, and we are grateful for their leadership right now,” said Colleen Murdoch, Director, Communications and Community Impact at United Way. “We will continue to work with our partners to ensure those struggling with basic needs and vulnerable populations, such as seniors, receive assistance during this difficult time.”

Local Not-For-Profits and Charities seeking to help those in need during the COVID-19 pandemic are encouraged to apply for grants online at [unitedwayguelph.com/covid19application](https://unitedwayguelph.com/covid19application).

To make a donation to the local response fund, visit [unitedwayguelph.com/Covid-19](https://unitedwayguelph.com/Covid-19)

**Sleeman Breweries Ltd.** is the third largest brewing company nationwide. The company has built an impressive portfolio of beer brands in Canada that includes well-loved Canadian brands such as Sleeman, Okanagan Spring and Unibroue, along with world-class beers including Sapporo and Pabst Blue Ribbon.

**Sapporo Breweries Ltd.**, known for its rigorous Japanese brewing standards, acquired Sleeman in 2006. The company now markets and/or distributes world-class domestic and imported products and is home to 1,000 employees nationwide.

**United Way Guelph Wellington Dufferin** has worked in our community for over 75 years to monitor and meet the pressing social needs of our community. Directed by a volunteer board, managed by committed staff and supported by thousands of donors, United Way works with partners in all sectors to improve lives and build community.

**[unitedwayguelph.com](http://unitedwayguelph.com)**

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**For more information:**

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