

# MEDIA RELEASE

**August 2, 2018**

## **Pop, pop, fizz, fizz – Phillips Soda Works shows their local love**

**NANAIMO, BC** – We love buying local here on the Island!

Starting August 3 and through to September 3, 2018, when you purchase all natural craft-brewed Phillips Soda Works soda pop at participating Vancouver Island grocery stores, 25 cents for every bottle of pop sold will be donated to United Ways on Vancouver Island.

This is the third year the local soda company has shown how their business shows their local love by supporting local causes. Last year, the promotion raised \$10,000 for United Way Greater Victoria and United Way Central & Northern Vancouver Island to help change people's lives for the better right here on the Island.

### **FACTS:**

- Participating grocery stores are: Country Grocer, Red Barn Market, Save-on-Foods, Thrifty Foods, Tru-Value and Quality Foods.
- Kinds of Phillips Soda Works soda you can buy: Capt. Electro's Intergalactic Root Beer, Dare Devil Orange Cream, Sparkmouth Ginger Ale, Speed King Craft Cola.
- Number of people United Way helps in Greater Victoria in a year: 86,890.
- Number of people United Way helps throughout Central and Northern Vancouver Island in a year: 52,177
- Number of Phillips Soda bottles sold for last year's campaign: 36,946

### **QUOTES:**

"We are thrilled to be able to team up with United Way and our local grocery partners on this campaign. So much of our support comes from families who value local products with real ingredients, and we jumped at the opportunity to be able to turn around and support them," says Matt Phillips, Founder, Phillips Soda Works.



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“When Country Grocer was approached by United Way to be part of this campaign we couldn’t say no! Teaming up with other grocery stores and Phillips sounded like a great way to combine our efforts to raise funds and awareness for such a worthy cause.” says Tammy Averill, Marketing Manager, Country Grocer.

“Grocers on Vancouver Island tend to have an exceptional spirit of helping and community; that’s why Quality Foods jumped at the chance to participate alongside Phillips Brewing in support of the United Way. This campaign checks all of the boxes for us – Island focus, supporting important efforts to help others. We’re thrilled to be a part of it once more.” Rob MacKay, Quality Foods.

"Red Barn Market is very excited to partner with United Way and Phillips Soda Works this summer to fundraise and improve the quality of lives and build community on our island. We are thrilled to team up with other local grocers to not only meet last year’s achievement but to surpass it!" Dale Gordon, Grocery Director, Red Barn Market.

“Save on Foods has always been an active supporter of our community and this is a good opportunity for us to not only support United Way in their fundraising effort but support one of our local supplier partners who have stepped up to the plate to raise funds for Greater Victoria. We are proud of the relationship we have with Phillips Soda Works and look forward to helping United Way,” says Ted Pigeon, Store Manager, Save on Foods.

“Thrifty Foods is pleased to support the United Way and Phillips, one of our valuable supply partners in the United Together Campaign with Phillips Soda Works. We are happy to be part of this great cause to raise funds with the goal of building stronger and more resilient communities in our South Island.” Travis Shaw, Local Development Manager BC, Sobeys Inc.

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**For more information, please contact:**

Jamie Moore, Communications Officer  
United Way Central & Northern Vancouver Island  
250-591-8731, cell 250-619-0151 [communications@uwcncvi.ca](mailto:communications@uwcncvi.ca)

Jennifer Young, Director of Marketing and Communications  
United Way Greater Victoria  
250-984-2269, cell 604-309-3937, [Jennifer.young@uwgv.ca](mailto:Jennifer.young@uwgv.ca)



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Russell Stefan, Phillips Soda Works  
Russ.stefan@phillipssoda.com  
250-580-4572

**BACKGROUND:** United Way ‘unites’ the generosity of people – business, labour, government and individual donors – with the skills, knowledge and expertise in the community to help those in need. This collaborative approach is building a stronger, more resilient community to serve current and future generations.

As one of the region’s largest annual funder of local social service programs, we assist charitable organizations by identifying and funding programs to address immediate needs and underlying causes of our community’s most pressing social challenges.

We are active in the community all year round through fundraising and community building, and provide multi-year funding to create a strong and stable network of local services. Our work, as a community leader, is as relevant today as it ever was. And with the ongoing support of our donors, we will continue to change lives.



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