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New sponsors support equity-deserving student athletes at Laurier

WATERLOO – Five new Athletic Financial Awards (AFAs) will be created to support equity-deserving Wilfrid Laurier University student-athletes thanks to the generosity of Waterloo Brewing and Mammoth Mug. The two Waterloo-based companies have also signed milestone sponsorship agreements with Laurier's Athletics and Recreation department. Together, these contributions total more than \$500,000 in support for student-athletes and athletics at Laurier.

Both companies were inspired by [Laurier's commitment to Equity, Diversity and Inclusion \(EDI\)](#) and the university's dedication to developing its student-athletes through the department's three core pillars of excellence: academic success, athletic success and community engagement.

"Thank you to Waterloo Brewing and Mammoth Mug for their support," said Kate McCrae Bristol, acting director of Laurier's Athletics and Recreation department. "We are proud to partner with these two local companies, and we are grateful as these joint investments in student awards and sponsorship will go a long way in bolstering support for Laurier student-athletes and, more specifically, for equity-deserving student athletes in support of Laurier's commitment to equity, diversity and inclusivity."

This joint investment from Waterloo Brewing and Mammoth Mug will help the Athletics and Recreation department's recruitment efforts by providing increased supports to marginalized racial and socio-economic recruits, while also supporting off-season training and exhibition play and helping to inspire Laurier's student-athletes.

"Laurier is committed to equity, diversity and inclusion as part of its core values," said Ivan Joseph, vice-president, student affairs. "These two joint investments in student awards and sponsorship for student-athletes help the university continue to foster an inclusive community in which all members can experience the powerful sense of belonging that Laurier is so well known for. Much credit and gratitude goes to KP Anand, associate director of business development and operations in Laurier's Athletics and Recreation department, for his leadership in stewarding these contributions and his dedicated work in connection to the university's and the OUA's overall EDI strategic planning."

The new sponsorship agreements will see Waterloo Brewing become the official beer, cider and ready-to-drink alcoholic beverage sponsor and Mammoth Mug become the official sideline bottle sponsor of Laurier's Athletics and Recreation department.

"We couldn't be happier knowing our investment will create a positive impact for the university and community alike," said George Croft, president and CEO of Waterloo Brewing. "We believe access to education helps build strong communities, so we hope to help inspire Laurier's student-athletes as they work hard at their post-secondary education, both on and off the field."

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"We would like to thank KP Anand and the Laurier Golden Hawks team for the opportunity to build a partnership with an organizational culture enriched with high-performance sport and community engagement," said Joe Kirkpatrick, president and CEO of Mammoth Mug. "Laurier's student-athletes have been a pillar of our community and we are looking forward to further elevating their EDI presence in Waterloo Region."

For more information about Laurier Athletics and Recreation, visit laurierathletics.com.

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