



#### Overview

WR United is an umbrella initiative to incite locals to rediscover the region's hospitality and tourism establishments. The initiative is being rolled out in phases with campaigns coinciding with the loosening of business restrictions by the province of Ontario.

#### WR United -- Eat Local

WR United -- Eat Local is an initiative to promote eating locally either by dining at a restaurant, getting take-out from a food purveyor or purchasing from growers and producers in Waterloo Region. Participation is free. Food establishments [must register to take part](#) in the program by submitting one or more of the following (the list will continue to evolve):

- A WR United signature food and/or drink menu item
- A WR United Prix Fixe Menu (lunch or dinner. Price TBD by restaurant)
- WR United themed event/activity/promotion

All WR United Eat Local submissions will appear on the *WR United – Eat Local* website. Participating food establishments will be promoted across marketing channels including contesting and people's choice voting.

#### Timing

**Registration deadline:**

Monday, June 8, 2020

**Program start:**

June 2020 upon easing of provincial dining restrictions

**Program end:**

No current end date, likely to run until the end of 2020. Seasonal themes will be rolled out and the website refreshed regularly.

**Target:** Residents of Waterloo Region & visiting friends and family.