



MEDIA RELEASE
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United Way BC Partners with Red Truck Beer Co. on Wildfire Relief

BC-Based Brewery Launches a Seasonal Lager with a Hot Charitable Tie-in

Central Office, Burnaby, BC – Thanks to a partnership between United Way British Columbia and Red Truck Beer Company, this spring and summer people across BC can support communities recover from scorching wildfires by enjoying a frosty beer.

In partnership with United Way BC, 10% of proceeds from every **Fireline Red Lager** sold will support United Way's [BC Wildfire Recovery Fund](#), which helps communities rebuild after devastating wildfires.

United Way BC plays a significant role in supporting emergency recovery work across BC. Utilizing its extensive network of volunteers, partners, donors, and supporting agencies, United Way BC organizes strategic, rapid responses to natural disasters like flooding and wildfires, which are unfortunately now commonplace and damaging occurrences in many BC communities.

During wildfires, United Way BC raises funds to support the recovery and rebuilding of the affected communities. Donations to United Way BC's Wildfire Recovery Fund provide a range of supports, including basic needs assistance, food, mental health support, day camps for kids, legal services to low-income families, social connection, and grants for recovery and social rebuilding. As with all United Way BC programs, funding for wildfire recovery supports community initiatives, rather than individual needs.

[Fireline Red Lager](#) is available directly from Red Truck Beer Co. and from independent retailers across BC.

How people can help

United Way BC's Wildfire Recovery Fund supports communities recover in the aftermath of devastating wildfires. British Columbians can help by:

- Making a [monetary donation](#).
- Purchasing a delicious and refreshing [Fireline Red Lager](#) directly from [Red Truck Beer Co.](#) or at these local participating independent retailers:
 - Kanaka Creek Liquor Store, Maple Ridge
 - Garrison Wine & Liquor Merchants, Chilliwack
 - Promontory Liquor Store, Chilliwack
 - Langley Liquor Warehouse, Langley
 - Alder Liquor Store, Aldergrove
 - Loughheed Liquor Store, Pitt Meadows
 - Maple Ridge Liquor Store, Maple Ridge
 - Port Moody Liquor Store, Port Moody
 - 41st & Main Liquor Store, Vancouver

- Yaletown Liquor Store, Vancouver
- Government Street Liquor Store & Wine Shoppe, Penticton
- Summerland Liquor Store, Summerland
- ARC Liquor (Vernon Liquor Depot/Vernon Liquor Store), Vernon
- Creekside Pub Restaurant & Cold Beer & Wine Store, Kelowna
- McCulloch Station LRS, Kelowna
- Last Call Liquor Mart (Penticton), Penticton
- Halston Beer Store, Kamloops
- Packers B&W (dba Commerce Liquor Store), Kelowna
- Old Ranch Liquor (dba Stag's Head Liquor Armstrong), Armstrong
- Stags Head Armstrong Inn, Armstrong
- Salmon Arm Liquor Store, Salmon Arm
- Metro West Kelowna, West Kelowna
- Barley Mill Neighbours Pub LTD (dba Neighbours Liquor Store), West Kelowna
- Toro's Liquor, Beer & Wine Store, Vernon
- Metro Liquor Train Station, Kelowna
- Liquor Store 'N' More, Grand Forks
- Lake Country Cold Beer, Wine & Spirits, Lake Country
- Hideaway Pub Liquor Store, Salmon Arm
- Old Settler Liquor Store, Harrison Hot Springs
- Town Centre Liquor Store, Langley
- Fox Liquor Store (Formerly Aldergrove Liquor Store), Aldergrove
- Lulu Island Liquor Store, Richmond
- Pioneer's Pub Liquor Store, Richmond
- Hope Liquor Store, Hope

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About United Way British Columbia

United Way BC helps build healthy, caring, and inclusive communities across our province. We strengthen vital connections that support people in need with a focus on emergency response, kids and youth, seniors, mental health, and food security.

uwbc.ca

Interviews are available. Please contact:

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