



Waterloo Minor Soccer Club
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Somethings Brewing at Waterloo Minor Soccer Club

Waterloo Minor Soccer Club launches a unique fundraiser with Block Three Brewery

Waterloo, Ontario: Waterloo Minor Soccer Club are launching a new fundraising initiative this Sunday at Block Three Brewery in St. Jacobs. A Kolsch style soccer themed beer named 'Das Spiel' will be on tap and available in cans with a portion of the proceeds going back to the club.

The name Das Spiel means "The Game" in German and fits well with the club's historical roots and its recent partnership with Europe's Borussia Dortmund (BVB). There are over 3,000 soccer players at Waterloo Minor Soccer Club, a non-profit organization, with services ranging from 3 years to young adults. Soccer programs are provided at the recreational level, competitive through to semi-professional soccer in the Ontario Premier League One Men's and Women's divisions.

"As our club grows, so does the need to be creative with our fundraising. With the 2022 World Cup in Qatar we thought this would be a neat way to bring awareness to our club while also helping to raise funds to support our growth." Said Paul Burns, the Executive Director at Waterloo Minor Soccer.

Block Three Brewery have won many accolades in the industry and pride themselves on their involvement in the community. Graham Spence, a co-owner at Block Three, said "When the club asked us if we wanted to be involved in this initiative we jumped at the chance. It's a great way to support a local organization that helps kids and youth be active in sport, which is important for their physical and mental health. Since soccer is one of the fastest growing sports in Canada we wanted to join in the fun."

The launch at Block Three Brewery this Sunday will be a drop in event with prizes and a chance to win a signed Borussia Dortmund jersey. The launch will also coincide with Canada's second game against Croatia in the World Cup. "We are hoping to make a cheers to 'Das Spiel' after winning this important match." says Paul Burns.

For more information, please contact:

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