



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.



WR United – Art Fresco Public Art Project

Overview

Restaurants that have signed up for the WR United – Eat Local program (free to participate) also have the opportunity to host an Art Fresco picnic table.

Art Fresco – Public Art Project

Explore Waterloo Region is presenting *Art Fresco* a whimsical tour of a series of unique picnic tables transformed through the creativity of talented artisans.

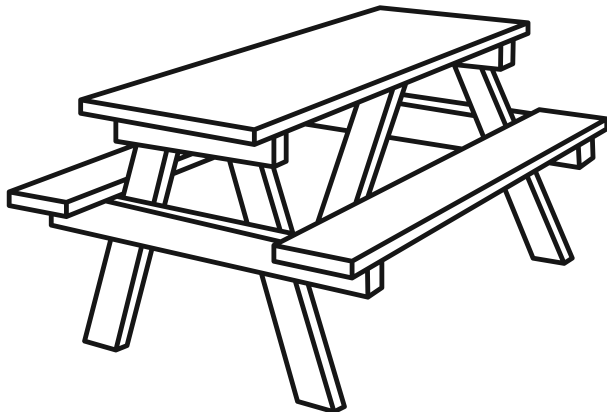
Art Fresco picnic tables will be displayed in prominent locations throughout Waterloo Region over the summer and temperate autumn season culminating in an art auction to offset WR United program costs.

Explore Waterloo Region is looking for artists to bring these outdoor dining tables to life!

Waterloo Regional Tourism Marketing Corporation (WRTMC) will issue a Call for Artists to submit design concepts and selected artists will each receive the materials and an honorarium to bring these outdoor dining tables to life. Artist's concept proposals will be evaluated, in part, on how successfully they address one or more of the following themes:

- Honouring all things that make Waterloo Region unique
- A celebration of the region and its tourism assets

From this



To this



In order to be eligible, restaurants must have adequate space and are responsible for cleaning and security of tables.

There are a limited number of picnic tables available - interested restaurants will be entered into a lottery and notified if they will be assigned a table.

[**REGISTER HERE**](#)