



FOR IMMEDIATE RELEASE

MEDIA RELEASE

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### **Sonepaws Program Hits a Home Run for Animal Welfare and Girls in Sport**

**KITCHENER, ONTARIO (July 2, 2025):** A heartwarming initiative from Sonepar and Aztec Electrical Supply is making a powerful impact across Ontario, blending community compassion with the power of sport. Since launching their province-wide “Sonepaws” fundraiser in 2020, Sonepar has raised over \$200,000 in sponsorships for youth sport teams and support of humane societies, shelters, and animal rescues in the communities where their branches are located. They are providing vital support to dozens of organizations, including the Humane Society of Kitchener Waterloo & Stratford Perth (HSKWSP).

This year, Aztec Electrical Supply and the Sonepaws program stepped up once again, not only fundraising thousands of dollars for the HSKWSP but also collaborating to create an unforgettable experience for one local youth sports team. On June 16th, HSKWSP welcomed the U11 Rec team sponsored in their name with members from Kitchener and Stratford, for a special afternoon filled with learning activities, a shelter tour, and a baseball practice held right on the HSKWSP grounds.

“It was incredible to watch these young athletes learn about animal care while proudly representing our shelter’s name,” said Jordan Baker, Director of Development at the HSKWSP. “Thanks to Sonepaws, this program is about so much more than fundraising, it’s about building compassion in the next generation.”

What sets the Sonepaws program apart is its dual commitment to animal welfare and gender equity in sport. Each year, Sonepar sponsors youth minor sports teams in the names of the animal shelters they support, offering young athletes the unique opportunity to connect with a cause. Sonepar and Aztec Electrical Supply place great importance on supporting girls’ sports teams. It is a mission of theirs to help girls stay active in sport, build confidence, and feel empowered through participation.

“Aztec and Sonepar are very proud to give back to the community and support gender equality in sports through the Sonepaws program,” said Alex Macfarlane, Branch Manager at Aztec Electrical Supply in Cambridge. “We believe in building stronger communities by supporting the well-being of animals and helping ensure young girls have every opportunity to thrive in sport.”

Operating across 24 communities in Ontario, Sonepaws continues to be a shining example of how corporate leadership and community spirit can come together to create a lasting impact for animals, children, and the neighborhoods we all call home.

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*We are leaders in animal welfare in our communities and committed to promoting the human-animal bond, while focusing on the responsible treatment of animals through education, collaboration, compliance, advocacy and care. Charitable BIN 11898 3550 RR0001*

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