



FOR IMMEDIATE RELEASE

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Muskoka Brewery becomes first Living Wage Certified Brewery in Canada

BRACEBRIDGE – Muskoka Brewery and The Poverty Reduction of Muskoka Planning Team (PROMPT), are pleased to announce that Muskoka Brewery will become the first Ontario certified Living Wage employer and the first Canadian brewery to adopt a living wage for its employees.

Different from the minimum wage, a living wage is based on the principle that full time work should provide families a basic level of economic security above the poverty line. The living wage calculation includes the cost of living in the local community and social inclusion. The result is a decent quality of life and the ability to live healthier lives.

PROMPT and Muskoka Brewery have joined forces to launch Muskoka's Living Wage to create a better standard of living for the people in Muskoka and to educate local employers on the benefit for community, businesses and workforce.

"We started this living wage journey a year ago with the desire to make a difference for the many working families struggling to make ends meet," says Kelly Watson, Director of People and Development at Muskoka Brewery and Living Wage committee member.

Over the next few months, the Canadian Centre of Policy Alternatives and the Ontario Living Wage Network will review Muskoka's living wage calculation and anticipate a formal announcement in the fall.

"The Ontario Living Wage Network welcomes the launch of the Muskoka Living Wage initiative and congratulates Muskoka Brewery and PROMPT for their leadership and commitment to living wage," says Tom Cooper, Coordinator of Ontario Living Wage Network. "Muskoka Brewery is joining a growing movement in Ontario and will leave a mark as Canada's first brewery to commit to pay its employees a living wage."

"Living Wage is a call to action, and an achievable poverty reduction strategy - one that we are very proud to support," says Gary McMullen, President and Founder of Muskoka Brewery. "We recognize that not all employers can jump into certification right away, but we can all do our part one step at a time. We look forward to working with the community and local government to continue to make positive change here in Muskoka. Muskoka Brewery has been well supported by our local community over the past 20 years. Providing a living wage



is our long term commitment to our team, the Muskoka community, and the Ontario Living Wage Network.”

PROMPT’s Living Wage Committee will announce Muskoka’s living wage rate early this fall. In the interim Muskoka Brewery and PROMPT are happy to hold discussions with community representatives, municipal governments and employers about the principles and positive community impact we can have by embracing a living wage.

About Muskoka Brewery

Celebrating 20 years of craft brewing, founders Gary McMullen and the late Kirk Evans opened Muskoka Brewery in Bracebridge, Ontario, in 1996 with their flagship Muskoka Cream Ale. Today, the brewery employs a passionate team of craft beer lovers over 100 strong and is one of the fastest-growing craft breweries in Canada, with an award-winning beer portfolio and the spirit of the Canadian outdoors.

Find out more at muskokabrewery.com and venture off the beaten path by liking the Muskoka Brewery [Facebook](#) page and following Muskoka Brewery on [Twitter](#), [Instagram](#) and [Tumblr](#). Stay up-to-date on all anniversary news by following #Muskoka20th.

About PROMPT

The **Poverty Reduction of Muskoka Planning Team (PROMPT)** is committed to reducing poverty by carrying out work and activities in the core areas of: advocacy, public education, awareness and community mobilization. PROMPT is made up of individuals and families with lived experience, as well as representatives from various community groups working to raise awareness and address issues related to poverty in Muskoka. To learn more about PROMPT and its activities, read a Fact Sheet or like [PROMPT Muskoka](#) on Facebook.



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