

MEDIA BRIEF - CANADA

Animals & Ales 2026

Campaign Overview

Animals & Ales is a community-driven pet photo fundraiser that brings together local breweries and animal lovers to support veterinary care for animals in underserved communities and emergency situations. Running from **February 23 to March 16, 2026**, the campaign invites pet guardians to submit photos of their animals, rally votes from friends and family, and raise funds in support of animal health programs in Canada and beyond.

Animals & Ales is led by **Veterinarians Without Borders North America (VWB)** in partnership with participating craft breweries.

What Makes This Newsworthy

- **Local community participation:** Breweries host their own contest pages, engaging their communities directly.
- **Strong visual storytelling:** Pet photos and limited-edition beer labels create shareable visuals.
- **Purpose-driven fundraising:** Funds raised support veterinary care, disease prevention, and emergency response for animals and the people who rely on them.
- **Canadian reach:** Breweries across multiple provinces are participating, creating locally relevant stories within a national campaign.

Where It's Happening (Canada)

Participating breweries are located in communities across:

- **Alberta:** Calgary
- **British Columbia:** Kelowna, Victoria
- **Manitoba:** Winnipeg
- **New Brunswick:** Fredericton
- **Newfoundland and Labrador:** Mount Pearl
- **Prince Edward Island:** Charlottetown
- **Ontario:** Bloomfield (PEC), Niagara-on-the-Lake, Toronto, Kingston, Guelph

How the Campaign Works

1. Pet owners submit a photo through a participating brewery's contest page.
2. Friends, family, and community members vote to support their favourite pets.
3. Winning pets are featured on limited-edition beer labels produced by partner breweries.
4. Funds raised support VWB's animal health and emergency response programs.

Campaign Links

- **Animals & Ales Canada:** <https://www.vwb.org/site/animals-and-ales-canada-2026>
- **Press release:** <https://www.vwb.org/site/blog/2026/02/17/press-release-aa2026>

Media Contact

Tanja Kisslinger

Director of Communications

Veterinarians Without Borders North America

Email: tanja@vwb.org

Cell: +1 613 413 5776