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## **FOR IMMEDIATE RELEASE**

### **Iron Will Raw becomes Niagara's 8<sup>th</sup> Certified Living Wage Employer**

The Niagara Poverty Reduction Network is pleased to announce that St. Catharines-based Iron Will Raw Inc. has become Niagara's 8<sup>th</sup> certified Living Wage Employer.

Iron Will Raw Inc.<sup>TM</sup> was purchased in June 2013 by Matt Bonanno. For many years Matt had worked with and trained protection and police dogs. His experience and love for these canine athletes lead to his recognition of the need for quality, raw pet food, free from additives and preservatives that could be available to all households. In just five short years the company has advanced to become a leader in the raw pet food market in Ontario and has big plans for continued growth. Iron Will Raw currently sells product through retailers across Ontario, Manitoba, Quebec and Newfoundland. Iron Will Raw is dedicated to making a premium quality, safe and nutritious raw diet for dogs and cats.

"To produce the safe, nutritious and high quality product we strive for, we need to have a team of top notch individuals that are committed to our company and our philosophies. We want our team members to be proud of where they work and the products they produce so they can strive to better their skills and abilities in the workplace. By creating a positive culture in the workplace and providing a compensation package that pays a living wage I believe we are setting our team, and our business up for success and longevity," says Iron Will Raw owner, Matt Bonanno. Iron Will Raw currently employs a dozen staff.

"A living wage reflects what earners need to be paid based on the actual costs of living and being included in the community," says Glen Walker, Chair of the Niagara Poverty Reduction Network. A living wage is not the same as the legislated minimum wage. It is a voluntary commitment that employers can make to compensate directly-employed and contract-employed full-time and part-time workers. The 2018 living wage for Niagara region has been calculated to be \$17.99/hour.

Employers who are interested in becoming Living Wage certified can contact the Ontario Living Wage Network for more information at <http://www.ontariolivingwage.ca/>

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*The Niagara Poverty Reduction Network is a collective of over 30 agencies and individuals working to wipe out poverty in Niagara through education, collaboration, and advocacy to address poverty's root causes.*

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