



THREE BUSTLING CITIES/ FOUR THRIVING TOWNSHIPS

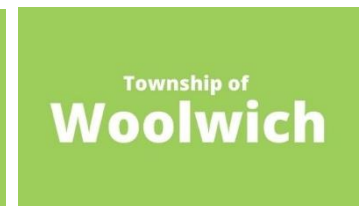
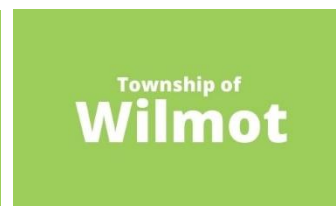
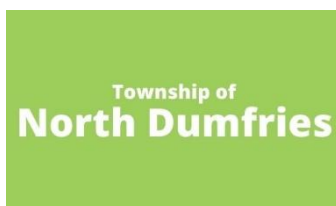
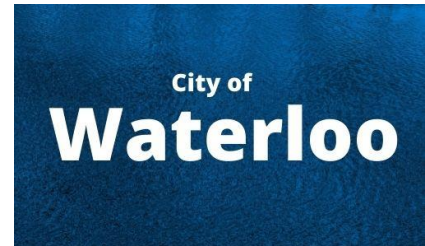
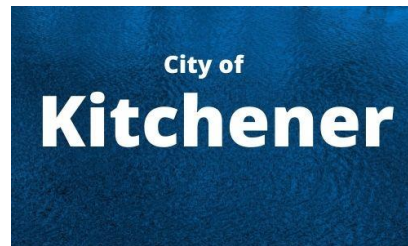
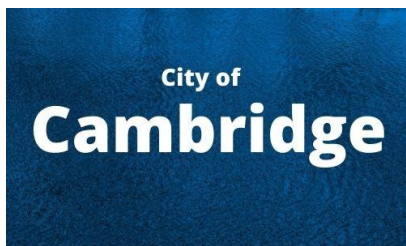
And a Wellspring of History, Culture, Industry and Innovation

Waterloo Region is located on the traditional territory of the Haudenosaunee, Anishnaabe and Neutral People. We acknowledge the enduring presence of the Indigenous people with whom we share this land today, their achievements and their contributions to our community.

Located in the heart of Southwest Ontario, Waterloo Region provides the perfect balance between new and old, rural and urban, nature and technology, classical and contemporary, tranquility and adventure.

Explore Waterloo Region can assist you with research, travel planning, image sourcing, interview contacts and more. If you are looking to visit Waterloo Region for your next story, get in touch with us!
For more information and additional assistance, please contact:

The Region of Waterloo is comprised of 3 cities and 4 townships



Waterloo Region Fun Facts:

- The **population** of Waterloo Region is 623,920 (2020).
- There's a castle in Wilmot Township! **Castle Kilbride** was built in the town of Baden in 1877, and is a National Historic Site
- **Kitchener-Waterloo Oktoberfest** is the largest Oktoberfest celebration in North America
- Kitchener was the first city in Canada to launch the Blue Box recycling program
- Waterloo is home to 3 internationally renowned think tanks: the **Perimeter Institute for Theoretical Physics**, the **Centre for International Governance Innovation** (CIGI), and the **Institute for Quantum Computing** (based at the University of Waterloo)
- The City of Cambridge was formed in 1973, when the communities of Galt, Hespeler, Preston and the settlement of Blair amalgamated
- The **St. Jacobs Farmers' Market** is Canada's largest year-round farmers' market

- Waterloo Region is where Ontario's Craft Beer craze got its start: the Brick Brewery (now Waterloo Brewing) was the province's **first craft brewer**, opening its doors in 1984
- Waterloo Region is home to one of Ontario's top-ranked mountain bike riding destinations, known as **The Hydrocut Trails**
- The **West Montrose covered bridge** in Woolwich Township is the last wooden covered bridge in Ontario and the oldest such bridge in Canada
- The **Village of St. Jacobs** is located in Woolwich Township. With its quaint village feel, unique shops and Mennonite heritage, St. Jacobs is a popular tourist destination.
- Waterloo Region is home to the largest population of **Old Order Mennonites** in Canada, particularly in the areas around St Jacobs and Elmira.
- Parts of the award-winning "**The Handmaid's Tale**" series were filmed in Cambridge

- With more than 500 kilometres of on-road bike lanes and off-road shared-use trails, Waterloo Region is a **popular cycling destination**.
- The University of Waterloo is ranked within the **top 150 universities in the world** (QS World Rankings 2022) and the **#1 most innovative** (Maclean's 2022)
- The **Elmira Maple Syrup Festival** is the world's largest single-day maple syrup festival

Insta-Worthy Locations:

- Downtown Kitchener Art Walk
- Cambridge Mill Race
- West Montrose Covered Bridge
- The Old Post Office
- Village of St. Jacobs
- Huron Natural Area
- Snyder's Family Farm
- Waterloo Park
- Goudies Lane
- Doon Heritage Village
- #WiseOldOak

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