



JUNE 17, 2025

# PRESS RELEASE

## THIS WEEK'S LUNCH SERVES UP LOCAL SUPPORT FOR CANADIAN LITTLE LEAGUE CHAMPIONSHIPS

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### FOR IMMEDIATE RELEASE

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**VICTORIA, BC (LEKWUNGEN TERRITORY)** - Layritz Little League is excited to announce one of our standout local partners for the 2025 Canadian Little League Championships: **This Week's Lunch**, a Victoria-based meal delivery company known for their fresh, creative menus and community spirit.

As a key hospitality partner, This Week's Lunch will be providing daily meals for players, coaches, and umpires throughout the tournament, running from July 29 to August 7, 2025, at Layritz Park. They will also be managing the on-site concession, bringing their signature flavour and friendly service to fans and families from across the country. "We are thrilled to welcome This Week's Lunch to our team of partners," says **Tournament Co-Chair Brittney Crump**. "Their dedication to healthy food and community connection makes them an ideal partner for this event. Feeding our athletes and fans captures exactly what this tournament is all about."

### A Local Success Story:

Founded in Victoria, This Week's Lunch has quickly earned a reputation for delivering fresh, nutritious meals to homes, schools, and daycares across the region. Last month, they travelled to Toronto to pitch their business on **CBC Dragon's Den** and were named Business of the Year (1-10 Employees) at the **Greater Victoria Chamber Business Awards** - a major nod to their innovation, heart, and hustle.

Their partnership with Layritz Little League is a natural extension of their values: community connection, healthy living, and giving back.

"We're incredibly proud to be part of this national event," says **This Week's Lunch President Jason Potter**. "Feeding hungry athletes and their families is right in our wheelhouse, and we can't wait to cheer them on from the sidelines."

### Fuelling Champions, On and Off the Field:




The 2025 Canadian Little League Championships promise more than just high-level baseball. Families and fans can look forward to the opening and closing ceremonies, team banquet, player welcome event, and memorable community programming throughout the tournament.

### How to Get Involved:

**Volunteer Registration** is now open, and sponsorship opportunities remain open for local businesses eager to be part of this high-profile event. Whether through financial contributions, hospitality services, or in-kind support - businesses and community members have a chance to play an active role in the success of the event.

### PRESS CONTACT:

Brittney Crump, Media & Communications Coordinator, Layritz Little League

-  [media@layritz.ca](mailto:media@layritz.ca)
-  +1 (778) 350-5608
-  Promotional Video on [YouTube](#)