

FOR IMMEDIATE RELEASE

September 1, 2020

GIVING BACK TO THE LOCAL COMMUNITY. ONE BEER AT A TIME.

Fernie, BC (September 1, 2020) – After a brief hiatus, it is official, Fernie Brewing Co.'s (FBC) **“Cheers to Charity!”** (CTC) Donation Program is back. With a slight COVID-appropriate difference.

As many people know, the popular CTC Donation Program was set up as a way of giving back to the local community, which it has successfully done since its inception in December 2013 – raising over \$150,392 for local groups, clubs, and Charities.

The story behind the program is simple. Fernie Brewing Co. believes they are so fortunate to do business in the Elk Valley and so wanted to find a way of committing to larger donation amounts, on a regular basis. With the high number of requests FBC receives each year for monetary, and other, donations, CTC perfectly fit the bill – with profits from every Sample Flight going direct to the rotating recipient.

Like many local businesses, it has certainly been a case of adapting to the change in circumstance of late. While the **FBC Tasting Room** has been successfully re-open and operating again since late May, they have been unable to offer Sample Flights, due to the high volume of glassware and subsequent touch points. However, after a successful and socially distant summer, FBC feels they're ready to bring the popular CTC Donation Program back, with a safe COVID-appropriate difference. One beer at a time.



As of today, Tuesday September 1st, FBC will instead be operating a rotating “Cheers to Charity!” Tap. With 12 beers on tap, there will be one clearly marked, and heavily promoted by Tasting Room staff as the one to pick – with all profits from 12oz glasses on that tap, once again passed directly along to a deserving recipient.

Kicking things off will be the **East Kootenay Foundation for Health (EKFH)**, who are raising funds for the installation of a new Ultrasound Service at the Elk Valley Hospital. They have a \$300,000 goal, with Teck matching donations up to \$50,000 until the end of the month. As such, it's a perfect time to head to the Tasting Room for a cold beer - all while supporting this amazing initiative for the Elk Valley.

If you want to go all in for this deserved recipient, be sure to check out the Fernie Mountain Bike Club **“Elk Valley Epic”** taking place this upcoming weekend, September 5th & 6th – promising a self-supported, socially-distanced adventure from Elkford to Fernie by bike or by foot. After 74.1km you may well need more than one cold beer.

Fernie Brewing Co. would also like to take this opportunity to thank their local, and not so local community, for the amazing support during these past few months. Whether purchasing beer via **FBC Flyby**, from their Tasting Room, local liquor store, or on tap – they can't thank everyone enough for safely raising a glass during these challenging times. For more information on the FBC Tasting Room and their COVID-safe procedures; upcoming beer releases; or fresh new merchandise, sign up for FBC's monthly Brews News, or follow Fernie Brewing Co. on **Facebook** and **Instagram**. Check out their full, current product lineup, at www.ferniewbrewing.com.

Remember, wherever you #DrinkFernie, stay smart, stay safe, and #StopTheSpread.