

AUGUST 31st 2017
For Immediate Release



Rotary Clubs & Wellington Brewery launch

Rotary “Local Lager”

The **Rotary Club of Guelph** and the **Rotary Club of Peterborough** launched **Rotary “Local Lager”** – a major fundraising initiative developed in collaboration with **Wellington Brewery** on Wednesday August 30th 2017



100 plus guests including Rotarians from across Ontario, Local Politicians, Brewery Team mates and Media were on hand to *‘Taste the goods, enjoy the appetizers, hear the story, and tour the brewery’*.

The **Rotary International** sanctioned initiative (*a world first*) builds on a very successful pilot developed by the **Rotary Club of Peterborough** in 2016. The project provides the opportunity for development of an on-going funding source for participating Rotary clubs across Ontario to support their community initiatives. It also represents a **win-win proposition** for beer enthusiasts. They get to experience the “**great taste**” of the “**crisp refreshing blonde lager**” and support Rotary community projects at the same time. Likewise, **local restaurants, pubs, events and alcoholic beverage retailers** have an opportunity to offer and promote a great product and support community initiatives at the same time.

Rotary “Local Lager”, is available for sale now at the Brewery (**950 Woodlawn Road W. Guelph**) and will be rolled out across the province in the coming months – (See www.wellingtonbrewery.ca for available purchase locations)



Funds generated from the initiative will support Rotary community programs and initiatives of the participating clubs and a portion of the net proceeds is destined to support Rotary International sponsored water filtration projects around the world.

“This is a very significant development for Rotary, especially those here in Ontario, as Toronto will be playing host to 50,000 Rotarians from around the world attending the **Rotary International Convention** in the summer of 2018” says **Marty Fairbairn**, President of the Rotary Club of Guelph.

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