

AUGUST 25th 2017
For Immediate Release



“Rotary Local Lager”- Official Launch

Wednesday August 30th
4pm-6.30pm @ Guelph Curling Club
816 Woolwich St, Guelph

The **Rotary Club of Guelph** and the **Rotary Club of Peterborough** are pleased to announce the launch of **“Rotary Local Lager”** – a major fundraising initiative developed in collaboration with **Wellington Brewery** in Guelph.



The Launch of this **Rotary International** sanctioned initiative is set for **Wednesday August 30th 4pm to 6.30pm**, with reception and presentations at the Guelph Curling Club providing the opportunity for invited guests, visiting Rotarians from clubs in the Greater Toronto Area and the press to ***‘Taste the goods, enjoy the appetizers, hear the story, and tour the brewery’***.

The initiative 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 clubs in the marketing and distribution program, with details to be announced at the launch event. Funds generated from the sale of the **smooth, refreshing blonde lager** 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 Guelph and Rotary clubs across Ontario, 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.

For more information, contact:

Helmuth Slisarenko
Rotary Club of Guelph
Email: h_slis@rogers.com
Phone: 519-820-6455

Sarah Dawkins
Wellington Brewery
Email: sarah@wellingtonbrewery.ca
Phone: 519-837-2337 ext. 222

Kevin M. Duguay
Rotary Club of Peterborough
Email: kevin@kmdplanning.com
Phone: 705-931-0975

