

North American Brewers Association™

18th Annual Mountain Brewers Beer Fest

2 June 2012 at Sandy Downs

PRESS RELEASE AND MEDIA AVAILABILITY ANNOUNCEMENT

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North American Brewers Association Announces Awards of 2011 Beer Festival Funds

Funds raised by 2011 Mountain Brewers Beer Festival of Idaho Falls, over **\$ 82,000** to charitable organizations. **Check presentation 3 pm December 17, 2011 at Marcellars** in Idaho Falls.

The North American Brewers Association (NABA), will issue checks totaling \$82,562 to local and regional charities during a ceremony December 17th at Marcellars in Idaho Falls. Ceremonial checks will be presented, with the grand total also symbolized.

Entering its eighteenth year, the North American Brewers Association is an Idaho Corporation certified as a federal tax code 501 charitable foundation. John Stevens, treasurer of the NABA says "Nothing's better than seeing people work together for such a good cause." Asked about future plans Stevens said, "We can hardly wait to see how much we can raise in 2012."

"We get some satisfaction seeing the total climb year after year," said NABA President Gregg Smith.

"Today's checks mean we've hit a total of over \$621,000 distributed to non-profit groups. That translates into helping our region become an even better place to live."

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Conducted by the North American Brewers Association, with assistance from its charity partners, and groups such as the High Desert Brewers beer club, the Mountain Brewers Beer Fest and the North American Beer Awards have become the summer's premier 'kick off' event. Not only does the festival represent a celebration of the brewing arts; it provides a critical source of revenue to 501 non-profits and charities, including an operational and endowment fund created by the NABA. Checks representing the proceeds for 2011 will be distributed to the primary beneficiaries, among others, in the amount of...

\$53,000 to Breaking Boundaries & Zoo
\$ 1,800 Ad Fed (program earnings)
\$ 2,700 to Camp Discovery
\$22,662 to the North American Brewers Association
(endowment fund and 2012 operational fund)
\$1,200 to Wrestling team
\$400 to Swim team
\$1,000 to Search and Rescue

With their share of proceeds, the NABA will continue to build its endowment and its operational "rainy day fund." Says Bob Beckwith, NABA secretary, "Our rainy day fund is important since nearly all of our costs are incurred before the gates open on the day of the event."

As the North American Brewers Association closes its books on the 2011 beer festival, planning has already started for the 18th Annual Fest in 2012. "We start working with licensing and then community groups immediately after distributing checks" said NABA Vice President Lisa Smith, "It's nearly a year round project, but it's worth it to not only see the good it does for local groups; it's even more fun to see it as the official start of summer."

Additional information on the NABA and the Mountain Brewers Beer Fest can be found on the web at www.NorthAmericanBrewers.org

Media Opportunity

What: **Beer Fest Proceeds Check Presentations**

Who: **Representatives of:**
North American Brewers Association (NABA)
Breaking Boundaries
Tautphaus Park Zoo
River Discovery
Search and Rescue

When: **Saturday December 17th 2011 at 3 pm**

Where: **Marcellars** 431 Park Avenue, Idaho Falls

Visuals: Our backdrop will be the cooler wall at Marcellars. We'll have "giant" presentation checks.

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ABOUT THE NABA:

The North American Brewers Association™ (NABA) is a non-profit foundation. The NABA mission is to secure beer's role in our culture and society through the advancement of brewing quality and consumer education

The North American Brewers Association was founded in late 1996, and formally incorporated in 1999. Since that date, NABA has undertaken the organizational development of corporate policies, procedures, memberships, as well as the sanctioning of beer awards, beer festivals, and a beer judging and evaluation course. NABA has members from the brewing industry throughout North America.

The 17th Annual Mountain Brewers Beer Fest was held Saturday 4 June 2011, from noon – 5 pm, at Sandy Downs. We hosted well over 6,000 people. They were able to sample a number of the nearly 300 beers from more than 100 breweries. Our 40,000 sq. ft of tent space on the grass at Sandy Downs was quite a venue. We also featured eight food vendors and live music.

All beer poured at the Fest is donated by brewers or their distributors. This remarkable generosity allows the fun event to be a major regional fundraiser for charity.

NABA holds an annual, prestigious professional brewing competition in conjunction with the Mountain Brewers Beer Fest. Since 1997, hundreds of competitors have participated in the North American Beer Awards competition each year.

Judges at NABA sanctioned beer awards include brew masters from major national, as well as experts from small, independent breweries. Also judging are beer journalists and certified judges. Evaluation and judging of beers are conducted in sessions over a three day period, leading to the award of Gold, Silver and Bronze medals

Judging is performed in a blind format competition with beers poured in a separate room and provided to the judges in style flights. Judging in team, the judges rank order the top three beers and in some instances award honorable mentions.

NABA also has also sanctioned competitions in Utah, Montana, and Wyoming.

All proceeds from the Competitions are directed to charity as per the foundation's charter.

NABA is a 100% volunteer organization. Our members work not for any pay, but to demonstrate that you can do good and have fun at the same time.