



## FOR IMMEDIATE RELEASE

Media & Promotions Contact:

Rick Oliver

New Salem General Store

978-544-8177 |

[newsalemgeneralstore@yahoo.com](mailto:newsalemgeneralstore@yahoo.com)

Latest news: [www.hilltownbrewfest.com](http://www.hilltownbrewfest.com)

### **New Salem Hosts 6th Annual Hilltown Brewfest Fire Department Fundraiser Saturday, Sept. 7**

*The New Salem General Store to present tasting of 30+ brands, covering a wide variety of styles of craft beers, wines, cider, and mead; net proceeds will be donated to local fire departments.*

**NEW SALEM, Mass., August 12, 2013** – The New Salem General Store is excited to present the 6<sup>th</sup> annual “Hilltown Brewfest” fire department fundraiser from noon to 5 p.m. on Saturday, Sept. 7, 2013. Held at Cooleyville Junction, 837 Daniel Shays Highway (Route 202) in New Salem, this annual event has quickly become the place for brew enthusiasts in the area with over 800 in attendance in 2012!

This 6th annual afternoon tasting will feature more than 30 mostly regional brands, offering many styles of beer along with select offerings of wine, cider and mead. Many of these offerings are made by fine micro/craft brewers and winemakers in the Quabbin & Pioneer Valleys region or by similar craft producers across New England. In addition to the brews, there will be local foods, raffles and live music. Advance tickets for \$22.00 are available at the New Salem General Store, The Blind Pig Pub and Stan’s Liquor Mart in Athol, Amherst Glass or online at [www.hilltownbrewfest.com](http://www.hilltownbrewfest.com). Admission is \$25.00 at the gate and there is ample free on-site parking. Buses are welcome too!

As has been done every year, the net proceeds of the Brewfest will be donated to the local Fire Departments to augment their budgets. “Last year’s Hilltown Brewfest in New Salem was a great success, with upwards of 800 people attending”, explained Rick Oliver, proprietor of the New Salem General Store. “The Hilltown Brewfest recognizes and promotes our area’s outstanding brewers and provides a fun venue for craft brew enthusiasts to sample a wide and tasty variety of mostly local or regionally produced beverages.”

The Hilltown Brewfest 2013 will include live musical performances from three local groups:

- **The Boothill Express**, playing great country that rocks!
- **Evenspeak**, rocking the stage with well-known favorites and band originals!
- **Boston Blackthorne**, one of New England’s premier Celtic bands performing traditional and new music!

Upon entry to the Brewfest, attendees will receive commemorative tasting glasses that they will use for sampling throughout the day. Regional brewers and beverage distributors planning to attend, representing more than 30 brands include:

- **Amherst Brewing Company**
- **Batch 19**
- **Battle Road Brewing Company**
- **Berkshire Brewing Company**
- **Blue Moon Brewing Company**
- **Brewmaster Jack**
- **Brooklyn Brewery**
- **Crazy Mountain**
- **Cisco Brewers**
- **Clown Shoes**
- **Founders Brewing Company**
- **Full Sail Brewery**
- **Goose Island Beer Company**
- **Green Flash Brewing Company**
- **Green River Ambrosia**
- **Harpoon Brewery**
- **Headwater Cider Company**
- **Innis & Gunn**
- **Ithaca Beer Company**
- **Jacob Leinenkugel Brewing Company**
- **Killian's Red**
- **Kona Brewing Company**
- **Lagunitas Brewery**
- **Lefty's Brewing Company**
- **Long Trail Brewing Company**
- **Mayflower Brewing Company**
- **North Coast Brewing Company**
- **Olde Burnside Brewing Company**
- **Otter Creek Brewing / Wolavers**
- **Paper City Brewery Company**
- **Redhook Ale Brewery**
- **Red's Apple Ale**
- **Samuel Smith Brewery**
- **Shed Ales**
- **Shock Top**
- **Sierra Nevada Brewing Company**
- **Smuttynose Brewery**
- **Southern Tier Brewing Company**
- **Third Shift Band of Brewers**
- **Wachusett Brewing Company**
- **Widmer Brothers Brewery**
- **Wormtown Brewery**

Media sponsors for this year's Hilltown Brewfest are WJDF 97.3 FM in Orange and Bear 95.3 of Greenfield. The site event is again provided courtesy of Larry Eaton Builder, and Larry & Donna Eaton Changing the World. Summit Ice has signed on as a sponsor once again this year to keep the beer good and cold. Horizon Beverages, Still River Winery, and Quabbin Sky Vineyard are sponsoring the wine tent, and Klondike Sound of Greenfield is donating the use of sound equipment as well as technical support time.

LP Athol Corp, Stan's Liquor Mart and Amherst Glass are also contributing time and materials to this event.

"The Hilltown Brewfest brings together area businesses, residents, and institutions for fun and to raise money for good causes," said Oliver. "Last year, we raised and donated \$9,000 to local firehouses. This year, we hope we can do even more to support our towns' fire departments – while highlighting our area's talented brewers and musical performers in the process."

This year, hot dogs and hamburgers will be available from the Petersham Lions, Diemand Farms of Wendell will be onsite with turkey legs, pulled turkey sandwiches and vegan/gluten free chili and a variety of BBQ offerings will be available from Cliff's Smokin' Backyard Barbeque and Catering. The New Salem Fire Department will be cooking up French fries and free popcorn is available throughout the day, compliments of the New Salem General Store. Bart's Ice Cream has teamed up with Lefty's Brewing Company to provide this year's brew ice cream. The Cigar Bar will return this year and the New Salem and Wendell Fire Departments will again hold a 50/50 raffle, which paid out over \$600 in prizes last year.

The Hilltown Brewfest will be held, rain or shine, under the big tents in the big field at Cooleyville Junction, 837 Daniel Shays Highway (Route 202), in New Salem. Advance tickets (\$22.00 each) can be purchased at New Salem General Store, The Blind Pig Pub, Stan's Liquor Mart in Athol, Amherst Glass and online. Tickets are \$25.00 the day of the Brewfest at the gate and there is ample free parking. Attendees who volunteer to be designated drivers will receive a discounted event price of \$10.00 at the door. Tickets, directions to the event, and more information are at [www.hilltownbrewfest.com](http://www.hilltownbrewfest.com).

### **About the Event's Presenter**

**New Salem General Store**, founded in 1996 by Rick and Lori Oliver, is a classic, friendly country store featuring home-cooked breakfasts, a full-service deli serving Boars Head products, pizza on Friday nights, and a diverse selection of beer, wines and spirits, including many regional brands. Striving to keep it local, the store is open seven days a week. Offering a wide variety of grocery and convenience items, as well as local produce, gifts and books, along with lottery tickets and an ATM, it's the town's hub. New Salem General Store can be found online at [www.newsalemgeneralstore.com](http://www.newsalemgeneralstore.com) and is located on Route 202 in New Salem Center, at 410 Daniel Shays Highway; contact (978) 544-8177 or e-mail [newsalemgeneralstore@yahoo.com](mailto:newsalemgeneralstore@yahoo.com).

### **About the Host and Sponsors**

**Larry Eaton Builders**, founded in 1981 by New Salem native Larry Eaton, is one of the area's leaders in energy efficiency; all buildings built by his firm have employed cutting-edge insulation and weatherproofing techniques. In 1999, Larry and his wife Donna, joined forces with the world's only total wellness company Nikken, known locally as **Larry & Donna Eaton Changing the World**. Since then, they have helped thousands globally address persistent challenges to wellness. They focus on five areas of

wellness: water, air, nutrition, sleep, and exercise. To learn more, contact the Eatons at (978) 544-2077, e-mail [leaton12@yahoo.com](mailto:leaton12@yahoo.com), or visit [www.nikken.com/larry](http://www.nikken.com/larry).

**WJDF 97.3 FM**, founded in 1995 by brothers Jay, Donn and Fred Deane, is the popular and lively hometown radio station for Orange, Athol, and surrounding North Quabbin communities. On-air personalities include morning show hosts Fred and Jay Deane and weekday personality, Dave Cass. A proud supporter of the region's organizations, businesses, sports, and community events, WJDF broadcasts "the best music" from its street-side studio in downtown Orange. For more information, call (978) 544-0957, or visit [www.wjdf.com](http://www.wjdf.com).

**BEAR 95.3 FM**, serving Franklin and Hampshire counties, Bear Country has graciously agreed to help promote our Brewfest again this year. Bear 95.3 provides great country music to the Valley. Check them out today on your radio dial or at [www.wpvq.com](http://www.wpvq.com) where you can listen live.

**Summit Ice** is a full service, premium ice manufacturer located in Greenfield, MA. We offer ice for every occasion and our expert staff is available to help you with your ice needs. Whether it is cubed ice, block ice, dry ice, luges or ice carvings, we make every event cooler, and more fun! A Party Planner is available on the website to help you plan your event. Contact Summit at 888-505-3379 or [www.summiticeinc.com](http://www.summiticeinc.com) for all your ice needs.

**Horizon Beverage Company**, originally known as Brockton Wholesale Beverage, was founded in 1933 by Morris Sims shortly after the repeal of Prohibition. The operation was a simple one with 6 salesmen working out of a garage in downtown Brockton, MA. Today, Horizon Beverage Company employs over 600 people throughout MA, RI, NH, ME and VT. Horizon Beverage Company will be featuring wines from the Save Me San Francisco Wine Co. A charity driven wine produced and promoted by the band "Train." Presenting bestselling wines Calling all Angels Chardonnay, Drops of Jupiter Red, and Soul Sister Pinot Noir.

**Still River Winery** is located in Harvard, MA. Winemakers Wade and Margot Holtzman create a truly unique Apfel Eis wine. Sweet, golden, and full-bodied in the glass, it is made from a blend of apple varieties coming from Massachusetts orchards. Over 80 apples go into each bottle. Unlike most wines and ciders made from apples, Apfel Eis has absolutely no sugar added during fermentation. Fermentation takes place over months at very cold temperatures creating an amazing product.

**Quabbin Sky Vineyard** is New Salem's first Bonded Farm Winery. Located at 8 Hunt Road, New Salem, Ma (Gate 17 for locals.) Producing fine white and red wines for five years Phil and Joyce Wiley are the owners, winemakers and bottlers. All harvesting is done by hand and all wine is aged at least a year. Sales and wine tasting room will open this fall. Call 978-544-6543 for more information or take a ride and make them your destination. You won't be disappointed.

**LP Athol Corp.** leases commercial space, provides warehousing services, and generates hydropower. With over 300,000 square feet of space available, L.P. Athol

has a wide variety of locations to house your business. Perhaps you want to start a brewery? Contact Cindy on 978-828-7665 for info about the facility.

**Amherst Glass**, a window and glass repair service company located in Amherst, MA rendering repair service on windows, mirrors, screens, storm windows, Plexi glass, table tops, and insulated glass. Owned by New Salem resident Grover Ballou, in addition to providing quality work and reliable glass repair service giving back to the community is a priority.

**Stan's Liquor Mart**, located in Athol, MA has signed on this year to volunteer and help promote this worthy cause. Specializing in fine wine and craft beer they have a large selection of our vendor products in stock.

### About the Musical Performers

Staying local is our goal and these three bands not only fit the bill, they make sure the Hilltown Brewfest rocks! They are all area favorites bringing their time and energy to the cause.

- **The Boothill Express**, popular local boys playing great country that rocks! With Claude "Boot" Leger on 12 string Guitar & Mandolin, Bruce Duguay on Lead Guitar, Gary Brun on Drums, Tom Ruckey on Bass Guitar, Wayne Ronn on Guitar & Lead Vocals. Visit <http://www.myspace.com/theboothillexpressband> for more information.
- **Evenspeak**, local favorite rock original/cover band featuring JB Murray on Lead Vocals & Guitar, Paul Labrie on Bass Guitar, Frank Laford on Guitar, Piano & Vocals, Mike Yucka on Lead Guitar, Carolyn Salls on Vocals & Trumpet and Zachary Richards on Drums. Visit [www.facebook.com/evenspeak](http://www.facebook.com/evenspeak) for additional information.
- **Boston Blackthorne**, a strong force in the New England Folk and Irish circuit for more than 20 years performs original songs and jigs in traditional Irish motif as well as American Folk, Country and Bluegrass. The band includes Jim O'Connor on vocals, guitar, banjo, bouzouki and mandolin, Jon Lees on vocals, 6 & 12 string guitar, Jim "Chetz" Keegan on vocals, bass, tenor banjo, Peter McAvoy on tenor banjo, mandolin and fiddle and Dale Monette on drums and bodhran. Visit [www.bostonblackthorne.com](http://www.bostonblackthorne.com) to check out the band or purchase their latest album.