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## **NEW SALEM HOSTS 8<sup>TH</sup> ANNUAL HILLTOWN BREWFEST FUNDRAISER**

### ***Raising our beers to our local fire departments!***

*The New Salem General Store and sponsors once again present a tasting of 30+ brands, offering a wide variety of styles of craft beers, wines, cider, and spirits. Many of these offerings are made by fine micro/craft brewers and winemakers in the Quabbin & Pioneer Valley region or by similar craft producers across New England. In addition to beverage tasting, there will be live music, local foods, cigars and raffles. As in years past, all net proceeds will be donated to local fire departments to augment their budgets!*

The 8<sup>th</sup> Annual Hilltown Brewfest will be held (rain or shine) from noon to 5 p.m. on Saturday, Sept. 12, 2015, at Cooleyville Junction, 837 Daniel Shays Highway (Route 202) in New Salem. This annual event has quickly become the fastest growing Brewfest in the area with past years' attendance exceeding 1200 beer enthusiasts! Admittance to the event is \$25.00 at the gate or by advance ticket purchase at the New Salem General Store, Stan's Liquor Mart, The Blind Pig Pub, Amherst Glass and online at [www.hilltownbrewfest.com](http://www.hilltownbrewfest.com). Designated driver admittance is encouraged and remains at \$10.00. Commemorative T-Shirts are available onsite the day of the event or for advance purchase at the Brew Store at [www.hilltownbrewfest.com](http://www.hilltownbrewfest.com). Free parking is available onsite and buses and bikes are always welcome. Please note, there is a "No Pets" policy again this year. Be kind to your pet - leave them home, not in your car! Directions, tickets and more information may be found online at [www.hilltownbrewfest.com](http://www.hilltownbrewfest.com). Hilltown Brewfest remains a family friendly event allowing children under 12 with a non-drinking parent. However, it is an over 21 oriented event and no teenage patrons will be allowed admittance to the event.

As has been done every year, the net proceeds of the Brewfest will be donated to the local fire departments and area emergency services to augment their budgets. "Last year's Hilltown Brewfest in New Salem was a great success. This year we hope to top our attendance record of 1200 people attending" explained Rick Oliver, proprietor of the New Salem General Store. "Last year we were once again able to donate thousands of dollars to our local fire departments. This event supports a great cause, simultaneously recognizing and promoting our area's outstanding vendors, and providing a fun venue for

craft brew enthusiasts to sample a large variety of mostly local or regionally produced beverages.”

### About Hilltown Brewfest

The Hilltown Brewfest is a combination of the traditionally held brew tasting concept with a fundraiser to support our local fire departments. In its 8<sup>th</sup> year, the fest has grown exponentially and has turned into a fun filled destination event for all. Held outside under giant tents with live music, a large variety of tasting products, local foods and more, this event raises thousands of dollars annually to help support local fire department budget needs. The Hilltown Brewfest has received unwavering support from its sponsors, brewers, wine vintners, community and volunteers. It is a fun-filled day which is held rain or shine in the local Cooleyville Junction venue. For more information visit [www.hilltownbrewfest.com](http://www.hilltownbrewfest.com).

### Event Specifics

The Hilltown Brewfest 2015 will include **live musical performances** from three local groups:

- **JB Murray & The Music** - Folkin Rawk! With JB, former lead singer of Evenspeak, Topo Hakkinen on guitar, Gary Brun on percussion, Carolyn Salls former backing vocalist from Evenspeak and Paul Labrie, former bass player for Evenspeak. This group is sure to get the fest off to a rawkin' good start!
- **The Housejackers** - Country favorites from Hubbardston! The Housejackers are a country-western band featuring Rick and Joyce Green and their daughters Mel, Bets, Bee, and Beak doing all sorts of awesome country music.
- **Boston Blackthorne - *Back by popular demand!*** One of New England's premier Celtic bands performing traditional and new music. A strong force in the New England Folk and Irish circuit for more than 20 years, perform 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, Dale Monette on drums and bodhran. Visit [www.bostonblackthorne.com](http://www.bostonblackthorne.com) to check out the band or purchase their latest album.

### Tasting

As in years past, upon entry to the Brewfest, attendees will receive a commemorative tasting glass that they will use for sampling throughout the day. Regional brewers and beverage distributors planning to attend, representing more than 30 brands, include:

#### **Distillers:**

- **BERKSHIRE MOUNTAIN DISTILLERS**

**Wines:**

- QUABBIN SKY VINEYARDS
- LIEB CELLARS MAIN ROAD, BRIDGE LANE & OREGON ROAD VINEYARDS
- STILL RIVER WINERY

**Brew & Cider:**

- ANGRY ORCHARD CIDER
- BAXTER BREWING
- BERKSHIRE BREWING CO.
- BLUE POINT BREWING CO.
- BREWMASTER JACK BREWING CO.
- BROAD BROOK BREWING CO.
- BROWN'S BREWING COMPANY
- CORONADO BREWING CO.
- DOGFISH HEAD BREWERY
- DOWN EAST CIDER
- FOOLPROOF BREWING CO.
- FOUNDERS BREWING CO.
- GOOSE ISLAND BEER CO.
- HARPOON BREWERY
- HEADWATER CIDER
- ITHACA BREWING CO.
- JACKS ABBY BREWING CO.
- JOHNNY APPLESEED CIDER
- KONA BREWING CO.
- LEFTY'S BREWING CO.
- LONG TRAIL BREWING CO.
- MCKENZIES CIDER
- NEWBURYPORT BREWING CO.
- OTTER CREEK BREWING CO.
- RED HOOK ALE BREWERY
- SAMUEL ADAMS BREWERY
- SHOCK TOP BREWING CO.
- SHED BREWING CO.
- SHIPYARD BREWING CO.
- SIERRA NEVADA BREWING CO.
- SMUTTYNOSE BREWERY
- SPENCER TRAPPIST ALES
- TRAVELERS BREWING CO.
- TROEGS BREWING CO.
- TWO ROADS BREWING CO.
- WACHUSETT BREWING CO.
- WEST COUNTY CIDER
- WHITE LION BREWING CO.
- WIDMER BROTHERS BREWERY
- YEUNGLING BREWERY

## **SPONSORS**

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**, a long time supporter is onboard once again this year to keep the beverages good and cold. **Stan's Liquor Mart, LP Athol Corp** and **Amherst Glass** have donated hours of time and energy, products and invaluable support for the worthwhile cause.

## **KEEPING IT LOCAL**

Local food vendor's onsite this year include the Petersham Lions Club with hot dogs and hamburgers, a variety of BBQ offerings from Cliff's Smokin' Backyard Barbeque and Catering, Spuds with Love, The Little White Goat Dairy and specialty food items from Wendell's Diemand Farms. Free popcorn is also available throughout the day. The Cigar Bar will return this year and the New Salem & Wendell Fire Departments will again hold a 50/50 raffle.

## **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. Open seven days a week, the store offers a wide variety of grocery and convenience items, as well as local produce, gifts and books, along with lottery tickets and an ATM. 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.com@yahoo.com](mailto:newsalemgeneralstore.com@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 Eaton's 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 this again 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.

**LP Athol Corp** is a full service facility leasing and storage facility in Athol, MA with many options. Want to start a brewery? We have the space! Contact Chuck or Cindy at 978-828-7665 for more information.

**Amherst Glass** is a full service locally owned glass shop. Need something repaired or replaced? They are the best! Call Grover at 413-253-9574 or visit [amherstglass.com](http://amherstglass.com) for more information.

**Stan's Liquor Mart** is a full service liquor and beverage seller in Athol, MA carrying many brands featured at this year's fest. Chris from Stan's has been involved in Brewfest for the last few years, donating time, energy and product to the cause. Visit Stan's Liquor Mart at [StansLiquors.com](http://StansLiquors.com) to check out their products.

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