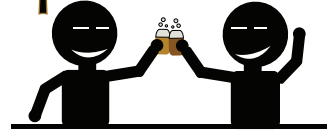




# Social Responsibility



## Fact

*Beer benefits social,  
cultural and economic  
life around the world*

## Festival Practices

- 49,000+ beer enthusiasts sample great craft beer from around the nation over three days
- 460+ breweries showcase more than 2,378 beers
- Partnerships with local businesses are utilized as much as possible

## Industry Solutions

- **New Belgium Brewing Company** (Ft. Collins, CO) Local Grants, Sponsorship and Good Will Programs commit 1% of sales to environmental stewardship. \$4 million has been donated so far, and \$650,000 in 26 states will be donated this year
- **Stone Brewing Co.** (Escondido, CA) has donated \$1.5 million+ to charity. And, 7,190 cases (~1,044 kegs / \$330,100 worth of beer) were donated to 322 charities in 2010 alone
- **Great Lakes Brewing Company's** (Cleveland, Ohio) Burning River Foundation has awarded \$246,000+ to local non-profit water advocacy and conservation organizations