



FOR IMMEDIATE RELEASE

Media & Promotions Contact:

John DeWitt

JW DeWitt Business Communications

646.232.6620 | john@jwdewitt.com

Latest news: www.hilltownbrewfest.com

New Salem Hosts Third Annual Hilltown Brewfest Saturday, Sept. 11

New Salem General Store to present tasting of 20+ brands, 100+ styles of craft beers, wines, and mead; proceeds will be donated to New Salem and Wendell fire departments

NEW SALEM, Mass., August 5, 2010 – The New Salem General Store will present Hilltown Brewfest 2010 from noon to 5 p.m. on Saturday, Sept. 11, 2010, at Cooleyville Junction, 837 Daniel Shays Highway (Route 202) in New Salem. The third annual afternoon tasting will feature more than 20 mostly regional brands – and more than 100 styles – of beer, wine and mead, along with food, raffles and live music. Admission is \$20.00 at the door; \$18.00 advance tickets are available at the New Salem General Store or online at www.hilltownbrewfest.com. A portion of proceeds will benefit the New Salem and Wendell, Mass., Fire Departments.

“Last year’s Hilltown Brewfest in New Salem was a great success, with upwards of 400 people attending despite heavy rains, so we’re thrilled to return the event to New Salem this year,” explained Rick Oliver, proprietor of 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 2010 will include live musical performances. Two groups are confirmed:

- **Evenspeak**, a rock and blues band from Orange, is one of the area’s most popular performers;
- **Wailin' Dave's Blues Band**, a local blues band of notable repute.
- **Mark Nomad Band** from Northampton, a renowned, critically acclaimed blue band.

Regional brewers and beverage distributors will pour samples (into attendees’ commemorative tasting glasses) of more than 20 confirmed brands – offering more than 100 different styles and flavors – including:

- | | | |
|-------------------------|-----------------|-------------------------|
| • Berkshire Brewing Co. | • Magic Hat | • Sierra Nevada |
| • Boston Beer Works | • Otter Creek | • Smutty Nose |
| • Brooklyn Brewery | • Paper City | • Still River Winery |
| • Goose Island | • People’s Pint | • Victory |
| • Green River Ambrosia | • Red Hook | • Wachusett Brewing Co. |
| • Harpoon | • Sam Adams | • Widmer |
| • Land Shark | • Sea Dog | • Wolavers |
| • Lefty’s Brewing | • Shipyard | • Woodchuck Cider |
| • Long Trail | • Shock Top | |

Additional sponsors of the Hilltown Brewfest include media sponsor WJDF 97.3 FM in Orange; Larry Eaton Builder and Larry & Donna Eaton Changing the World, who are providing the site for this year's brewfest; and promotional sponsor JW DeWitt Business Communications, a marketing, public relations, and Internet development firm in New Salem. Hilltown Brewfest 2010 also is supported by several benefactors: Diemand Farm in Wendell is donating ice; Ohlson Electric in New Salem is donating electrical services and support; Gettens Electric in Greenfield is donating outdoor electrical supply; Horizon Beverages is sponsoring the wine tent, and Klondike Sound is donating sound equipment as well as technical support time.

"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 more than \$3,000 to the firehouses in New Salem and Wendell. 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."

Other attractions at the 2010 Hilltown Brewfest include a food tent serving burgers, sausages, and other grilled items, plus wraps and vegetarian fare, as well as a cigar booth. This year also sees the return of the Fire Department's 50/50 raffle. Last year the raffle paid out over \$600 in prizes.

The Hilltown Brewfest will be held, rain or shine, under the big tent in the big field at Cooleyville Junction, 837 Daniel Shays Highway (Route 202), in New Salem. Advance tickets (\$18.00 each, a 10 percent discount) can be purchased at New Salem General Store and online. Attendees who volunteer to be designated drivers will receive a \$10.00 discount at the door. Tickets, directions to the event and more information are at 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. 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 and is located on Route 202 in New Salem Center, at 410 Daniel Shays Highway; contact (978) 544-8177 or e-mail info@newsalemgeneralstore.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, or visit 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.

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 will be sponsoring and hosting the event's wine tent.

J.W. DeWitt Business Communications, an independent consulting firm based in New Salem, Mass., specializes in marketing and communications for business-to-business, technology, environmental, retail, and industrial markets. In partnership with **Montague WebWorks**, a web development and marketing firm serving more than 150 clients in the Quabbin and Pioneer Valleys region, JW DeWitt provides strategic communications programs for large enterprises as well as comprehensive marketing, public relations, Internet, and sales support programs for small to midsize companies. For more information, call (646) 232-6620, e-mail john@jwdewitt.com or visit www.jwdewitt.com and www.montaguewebworks.com.

About the Musical Performers

Evenspeak hails from Orange and plays its own distinctive, eclectically influenced mix of alternative rock and blues. The group includes JB on lead vocals and guitar, Paul LaBrie playing bass guitar and providing backing vocals, Frank LaFord on rhythm guitar, piano, and backing vocals, Tiger on the drums, and Carolyn Salls on vocals and trumpet. To learn more, visit www.evenspeak.com or www.myspace.com/evenspeak.

Wailin' Dave Blues Band is a few white guys that play white guys' blues throughout the Pioneer Valley Dive Bar Circuit. Catch them at The Corner Bar, Shutesbury Athletic Club, or the Spoke sometime soon.

Mark Nomad Band, from Northampton, is a favorite in NoHo and at music venues across the Pioneer Valley and New England. Commenting on Nomad's concert album "Soul Proprietor," DownBeat said, "Nomad leads as entertaining a blues band as you'll find in southern New England." To learn more, visit www.marknomad.com or www.myspace.com/marknomad.