

## Brewing Up a Great Time for a Great Cause!

Hopefully you've heard by now: Our 3<sup>rd</sup> Annual Hilltown Brewfest is Saturday, Sept. 11. We've got fantastic sponsors and a dedicated group of volunteers who have been meeting and working for months to pull together this special day for our Hilltown community – and for all the craft brew enthusiasts who come out for an event like this. Last year's event raised nearly \$3,000 for the firefighters of New Salem and Wendell. With your help – buy advance tickets today! – Hilltown Brewfest 2010 will raise even more for our fire departments. Learn more at [www.hilltownbrewfest.com](http://www.hilltownbrewfest.com).

And speaking of combining beverage consumption with good causes: for every bottle of Five Rivers wine you buy in September and October, \$1 goes to support The Rays of Hope breast cancer research through Baystate Regional Cancer Program's Comprehensive Breast Center. Pick up a bottle or two today – and see you Sept. 11!

*Rick*

Rick Oliver, Proprietor

**3<sup>rd</sup> Annual Hilltown BREWFEST**  
 Don't Worry, Be Happy!  
**Sept. 11th 12-5 PM**  
 837 Daniel Shays Hwy  
 Route 202  
 New Salem, Mass.  
**100+ Craft Brews**  
**Raffles!**  
**Wine Tent!**  
**Live!**  
**Evenspeak**  
 Wailin' Dave Blues Band  
 Mark Nomad Band  
 Proceeds benefit New Salem & Wendell Fire Departments  
**\$20 Admission • \$18 in Advance/Online**  
[www.hilltownbrewfest.com](http://www.hilltownbrewfest.com)  
 \*Advance tickets can be purchased at the New Salem General Store

Hilltown Brewfest Presented By The  
**NEW SALEM GENERAL STORE**  
 EST. 1996

Event Site Provided By  
 Larry Eaton Builder and Larry & Donna Eaton Changing the World

Productions By  
**JW DEWITT**  
 BUSINESS COMMUNICATIONS  
 Media Sponsor  
**WJDF**

## The 3<sup>rd</sup> Annual Hilltown Brewfest Saturday, Sept. 11

By John DeWitt

The New Salem General Store presents 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 25 mostly local and regional brands – and more than 100 styles and flavors – of beer, wine, cider and mead, along with food, raffles, a cigar bar, and live music. Admission is \$20.00 at the door; \$18.00 advance tickets are available at the New Salem General Store, Wendell Country Store and Deja Brew Café & Pub, The Blind Pig in Athol, Village Package Store in Belchertown, or online at [www.hilltownbrewfest.com](http://www.hilltownbrewfest.com). A portion of proceeds will benefit the New Salem and Wendell Fire Departments.



*Evenspeak, belting out tunes (above) at last year's Brewfest, will perform again at Hilltown Brewfest 2010*

"Last year it rained and 400 people attended, so we're hoping for great weather and an even greater turnout this year," said General Store Proprietor Rick Oliver. "The Hilltown Brewfest is a good cause on many levels. It raises money for our local firefighters. It brings our community together. It recognizes and promotes our area's outstanding brewers. And last, but certainly not least, craft brew enthusiasts get to sample a wide, tasty variety of mostly local or regional brews."

The Hilltown Brewfest 2010 will include live musical performances from:

- **Evenspeak**, a rock and blues band hailing from Orange and Athol;
- **Wailin' Dave's Blues Band**, a band with a great Hilltown following; and
- **Mark Nomad Band**, a critically acclaimed Northampton blues band.

Given the timing of this year's event, there will be a moment of silence to honor the sacrifice of firefighters and so many others on this date in 2001.

## Brewer List

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

Also new for 2010: a wine tent sponsored by Horizon Beverages.