



## **Russell Brewing Hosts the '2012 VCBW Collaboration Ale' Brewing Day**

### **FOR IMMEDIATE RELEASE**

**VANCOUVER, Canada – March 29, 2012** – Russell Brewing Company is proud to host the production of the 2012 Vancouver Craft Beer Week (VCBW) Collaboration Ale at its facility in Surrey, BC this week. In celebration of BC's largest craft beer festival, thirty of BC's finest breweries have banded together to create a unique Cascadian Brown Ale. Using top-quality grains donated by Canada Malting, the collaborative brewing project is being led by Jack Bensley (Russell Brewing Company) and Gary Lohin (Central City Brewing).

"Russell Brewing is very pleased to host the production of the VCBW Collaboration Ale this year", said Andrew Harris, President, Russell Brewing Company. "This is a great project. It bands the craft brewing industry together to celebrate the art of brewing small-batch beers while raising money for a charity".

The 2012 VCBW Collaboration Ale will be a traditional English Ale with a nutty, medium-body and a slight hoppy West Coast twist. The beer will be available during VCBW in draught at participating establishments, and in 650ml bottles at leading private liquor stores throughout the Lower Mainland.

Each year, partial proceeds from the sale of VCBW's collaboration beer are donated to a different charity. Last year, \$1,294 was successfully raised for Japanese Tsunami Relief. This year, the proceeds will be donated to the Farmland Defense League of BC.

### **About Russell Brewing Company**

Russell Brewing Company is a premium small-batch brewery located in the Strawberry Hill area of Surrey, British Columbia specializing in brewing high-quality flavourful ales and lagers. Russell Brewing Company in British Columbia and the Fort Garry Brewing Company in Manitoba are wholly owned subsidiaries of Russell Breweries Inc., is a public company trading on the TSX Venture Exchange under the symbol "RB" (TSX.V: RB).

[www.russellbeer.com](http://www.russellbeer.com) [www.fortgarry.com](http://www.fortgarry.com)

### **About VCBW**

Entering its third year, Vancouver Craft Beer Week has quickly become one of Canada's largest beer festivals. This year's festival runs May 18th to 26th, featuring larger events, more breweries, and special guests from the brewing industry, both local & abroad.

For more information on this project, please contact:

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