



FOR IMMEDIATE RELEASE

## **Bottoms Up! Queer Beer Released for Pride Season** Fruity and Fabulous Brew Helps Support Pride Winnipeg

**(Winnipeg, MB; May 12, 2013)** – Pride Winnipeg and Half Pints Brewing Company (“Half Pints”) are teaming up once again to deliver the fruity and fabulous Queer Beer for the 2013 Pride season. The release of the beer marks the beginning of Pride season in Winnipeg, and has become a staple for the Pride Winnipeg Festival over the past three years.

“As soon as Queer Beer hits store shelves, people start to get excited,” says Pride Winnipeg President Jonathan Niemczak. “It’s the cue for the start of Pride season, and lets people know that the Pride Festival, and its famous Queer Beer Tent, is right around the corner.”

The Queer Beer Tent at the Pride Festival is one of the main highlights for the adult crowd, with a line-up at the gate that usually lasts all day. But fans need not worry, as Queer Beer will be available starting May 11, 2013 at Half Pints’ retail store at the brewery and four Manitoba Liquor Marts: River and Osborne, Portage and Burnell, Hargrave and Ellice, and Grant Park. Queer Beer can also be found at select locations catering to the LGBTTTQ\* (lesbian, gay, bisexual, transgender, two-spirit and queer) community, including Club 200 and Fame Nightclub.

What’s even more delicious about Queer Beer is that a portion of the proceeds from its sales are donated to Pride Winnipeg.

“Half Pints believes in equality and good beer,” says Half Pints General Manager Zach Mesman. “Queer Beer has become synonymous with the Pride Festival, which is great, as it contributes to the ongoing support of the Festival and makes it something for everyone to enjoy.”

Queer Beer is sold in cases of six 341 ml bottles and costs \$12.32 (plus taxes and deposit). It is brewed as a Helles, which is a German Pilsner. The taste is mild, with a slight fruity aroma derived from hops. Perfect for the Pride Festival, but just as fabulous for any other warm summer day.

**Pride Winnipeg** – *The Pride of the Prairies* – is one of the largest celebrations between Toronto and Vancouver of LGBTTTQ\* (lesbian, gay, bisexual, transgender and two-spirited, intersex, and queer/questioning) people and their allies, supporters and friends. Our mission is to affirm the lives of everyone by generating and participating in events that celebrate the history, culture, spirit and pride of people within the Winnipeg community. We invite everyone from far and wide to join our welcoming city and celebrate Pride in Winnipeg – the heart of the continent.

-30-

Pride Winnipeg media contact:

Jeff Myall  
Media & Communications Director  
Phone: (204) 803-7849  
Email: [media@pridewinnipeg.com](mailto:media@pridewinnipeg.com)



Half Pints Brewing Company media contact:

Nicole Rudge  
President  
Phone: (204) 832-7468  
Email: [Nicole@halfpintsbrewing.com](mailto:Nicole@halfpintsbrewing.com)

