



FOR IMMEDIATE RELEASE

Bottoms Up! Queer Beer Hits Winnipeg Shelves

(Winnipeg, MB; May 13, 2014) – Pride Winnipeg and Half Pints Brewing Company (“Half Pints”) are pleased to announce the annual return of Queer Beer. For the fourth year in a row the official beer of Pride Winnipeg has hit Liquor Mart shelves. This year marks the first time that it will be available in ALL Winnipeg Liquor Mart locations, while quantities last.

The specialty beer, one of the fastest selling in Manitoba’s History, is owned by Pride Winnipeg and brewed by Half Pints. It has quickly become a perennial favorite of Pride goers since 2010. “The release of Queer Beer is an exciting time for us at Pride.” Says Jonathon Niemczak, President of Pride Winnipeg. “It’s a unique way to bring awareness to the LGBTTTQ* community in Winnipeg and spread the word of the upcoming festival.”

This year, along with expanded festival dates (May 31 and June 1) Pride has also expanded its Queer Beer tent due to popular demand. “The Queer Beer tent is one of the most popular destinations during the Pride Festival at The Forks.” Says Niemczak “Our Expanded tent means faster service and less time waiting in line.”

As part of the expansion of the Queer Beer tent, an Outreach area has been set up for those that donate to Pride Winnipeg’s LGBTTTQ* refugee program. The Outreach area features prime seating for the stage performances along with tableside service.

In addition to Winnipeg Liquor Mart Locations, Queer Beer will be served at other select venues throughout the city.

Queer Beer is sold in cases of six 341 ml bottles. It is brewed as a Helles, which is a German Pilsner. The taste is mild, with a slight fruity aroma derived from the hops. Perfect for the Pride Festival, but just as fabulous for any other warm sunny 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.

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