

Draft – issue w/c 30 March

RAISE A TOAST TO CASK BEER AND HELP MAKE HISTORY!

The [*insert pub name and location eg Dog & Duck, Shrewsbury*] is one of 6,000 pubs across the country appealing to the nation to rally behind them in order to break a world record.

Drinkers will simultaneously raise their glasses at 7pm on Saturday 11 April in honour of Britain's national drink, cask beer, and attempt to set the record for the World's Biggest Toast.

[*insert pub name job title and full name eg The Dog & Duck's manager, Brian Smith,*] said: "We are so excited about National Cask Ale Week and being part of the UK's biggest ever beer festival. Now we are asking the people of [*insert town/village*] to have a bit of fun together, showing support for their local celebrating cask beer and helping make history on Saturday 11 April."

Other activities planned at the [*insert pub name, address*] include [*add details*]

To find out more about National Cask Ale Week and what's happening in your region visit www.caskaleweek.co.uk or become a fan on Facebook by searching for National Cask Ale Week.

ENDS

For further information please contact [*insert details including name, daytime tel number and email*]

NB: The world record for the Biggest Toast currently stands at 485,000 people