

[insert date]

LOCAL PUB NEEDS WITNESSES FOR WORLD RECORD ATTEMPT

A local pub is appealing for two volunteers to witness a world record attempt this Easter.

The [insert pub name] on [insert address] is joining thousands of other pubs across the UK, as they try to break the world's biggest toast in honour of Britain's national drink, cask beer, at 7pm on Saturday 11 April 2009.

The landmark event is part of week-long festival, National Cask Ale Week, which is taking place from 6-13 April 2009.

[insert pub name job title and full name eg *The Dog and Duck's manager, Brian Smith,*] said: "We are great supporters of cask beer and looking forward to celebrating it during National Cask Ale Week with a host of events. Going for the World's Biggest Toast is a fun way to get the people of [insert town] rallying behind our national drink and showing the world how proud and passionate we are about this unique product.

"In order to make the world record official we need two witnesses and as many people as possible to visit our pub on Saturday 11 April to raise a glass to cask beer at 7pm."

Witnesses need to be over 18 years old and be at the [insert pub] at 7pm on Saturday 11 April.

To register your interest to be a witness for National Cask Ale Week's, World's Biggest Toast, visit www.caskaleweek.com.

National Cask Ale Week is taking place from 6-13 April 2009 and will see thousands of pubs and breweries throughout the UK staging a range of activities from beer and food matching to free brewery tours.

ENDS

For further information please contact [insert name, place and telephone number / email address)

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