



NEWS RELEASE

**For Release
May 9, 2005**

Shaking up the Beer Biz

Festiv-Ale, Regina, SK we will be officially launching the first annual **Festiv-Ale - A Brewers Expo**, a two day event to take place in the evenings of **November 11th and 12th 2005** at the Delta Regina.

Festiv-Ale is a **premium level annual beer festival** that will feature brews from across Canada for the **public to sample, a diverse food selection, entertainment** throughout and **contests for home brewers**.

Festiv-Ale will feature approximately **75 exhibitors** who will be putting on demonstrations and **sampling their brews** throughout both days. This event will be limited to **3,000 participants** with a **\$25.00 admission fee**. Tickets will be available for purchase in June 2005. Exhibitor response has been very positive and is expected to sell out quickly.

“The purpose of Festiv-Ale is to bring beer lovers together to sample many different products from across Canada. There is a new generation of beer connoisseurs that have grown up with more exotic beers – they are a more fortunate and fickle consumer” says Adele Lohmann, Executive Director of Festiv-Ale.

“We felt that there was a niche in the market that was not being adequately served. This interactive event will prove to have broad appeal” says Lohmann.

We are pleased to have the **Royal Canadian Legion’s Poppy Fund** as our charity.

Many thanks to our host hotel, the Delta Regina, and to Tourism Regina for their support of this exciting new event.

Festiv-Ale would like to thank our **sponsors**:

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