

Media Release
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ONE YEAR ON: HOW CHEESE AND BEER IS HELPING RURAL COMMUNITIES GET BACK ON THEIR FEET

A new Australian Beer has launched and \$2.00 from every case will be donated to the charity 'GIVIT' to help raise much needed funds and equipment for those living in drought-affected communities.

The beer has been welcomed by Adelong Men's Shed who have been working hard to make hand-crafted cheese boards from the trees that burned down in the historic Sugar Pine Forest.

"We were all so devastated when the Sugar Pine Forest burned down and so we decided to make cheeseboards out of the beautiful trees that were damaged. It's great to see that when we sit down to make our boards, we can enjoy a nice refreshing beer that is also helping our community get back on their feet, so we say cheers to that!" said treasurer Andrea Quinn.

Since they started making the cheese boards, the Men's Shed and its female equivalent, the Hen's Shed, have received 50 orders for a total of 175 boards.

"We had to put a stop to the orders so we can catch up!" said Andrea.

The money from the cheese board sales will be bolstered by the money raised from the sales of Hughie Beer and will go towards important maintenance and restoration work on the Men's Shed including new paint, a new concrete driveway to replace the loose gravel and a wood-burning stove to keep members warm and cosy during the winter time.

Andrea said that the Men's Shed and the Hen's Shed had provided much-needed comfort and support for the community which had been badly affected by bush-fires.

"The fire was very close when it came and only stopped at the edge of town. Many residents were located to Wagga Wagga. It was a very worrying time for them and the Shed provided a safe haven. It's a place of safety where people can gather, talk about and share their personal experience, which is very comforting for them. People from the town as far as twenty kilometres away chose us for our warmth and total acceptance of all people, male or female, old or young or disadvantaged in anyway. Members can simply sit and talk or read by the fire or even watch the TV if they wish," said Andrea.

Scott Barrett, NSW manager, GIVIT said that they were incredibly grateful to be able to help charitable organisations such as The Men's Shed from the donations they receive.

"Since late 2018 we have spent more than \$600,000 in donated relief funds providing over 140,000 items purchased in local communities to help 12,000 people across regional NSW affected by drought and bushfires. Being able to replace a water tank, mend a fence or purchase a week's supply of groceries at the local store can make a significant positive contribution to a family. Making sure a community hub such as the Men's Shed is comfortable and well-maintained, is extremely important for the health and wellbeing of its members and their families," he said.

Brewed in Goulburn, a place that has seen the far-reaching impact of drought, Hughie Beer's name is derived from the term "Send it down Hughie", which was a common Aussie bushman's cry for rain at the turn of the 20th century.

“Drought really affected the Goulburn agricultural community over the last few years and so it’s fantastic to be producing a drop of great-tasting beer that is 100 per cent Australian and gives back to rural communities,” said Anton Szpitalak, Tribe Breweries.

Hughie Beer is a light refreshing lager available from Dan Murphy’s and BWS. For further information visit: www.hughiebeer.com.au.

About GIVIT

GIVIT is a non-profit organisation matching generosity with genuine need. GIVIT connects donors with community organisations to make sure people and communities get exactly what they need, when they need it. GIVIT enables registered charities make specific requests for items required by those in need, enabling well-meaning donors to make a positive difference in the lives of those they support. GIVIT’s Drought Relief Program was established in 2018 to provide vital support to people toughing it out in relentless drought conditions. Critical to the success of GIVIT’s work in this area is to ‘buy local’ where possible when using financial donations to meet community needs.

By supporting businesses in regional and remote towns in this way, GIVIT helps shops remain open, people keep jobs and communities and to hold onto places to connect with each other. For further information, visit: givit.org.au.

Media information, interviews and images

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