Breweries Nationwide Host “Resilience Night” for Camp Fire Relief

Ken Grossman, Founder of Sierra Nevada, Discusses How Their New ‘Resilience IPA’ is Helping Those Displaced by Northern California’s Camp Fire

CHICO, Calif. (PRWEB) January 03, 2019 -- Together with more than 1,400 breweries around the country, Sierra Nevada Brewing Co. celebrated the release of Resilience Butte County Proud IPA with a nationwide pint night. The breweries celebrated “Resilience Night” on Thursday, December 20, 2018 in taprooms from coast to coast to raise funds for the Camp Fire relief effort. Recently, Founder Ken Grossman, teamed with YourUpdateTV to discuss the initiative, and how people can get involved.

A video accompanying this announcement is available at: https://youtu.be/cuuYSRMBA-M

Resilience IPA is a collaborative fundraising effort for those impacted by Northern California’s Camp Fire. The Camp Fire, which started in the hills above Sierra Nevada’s Chico brewery last month, was the deadliest and most destructive wildfire in California history, killing at least 86 people and displacing more than 14,000 families, including many Sierra Nevada employees. In the days following the fire, Sierra Nevada announced plans to brew Resilience IPA and donate 100% of the sales to the Sierra Nevada Camp Fire Relief Fund. The company invited every brewery in the country to brew the beer and donate 100% of the sales to the fund, as well.

“The brewing community has come together in this large-scale fundraising effort,” said Sierra Nevada founder and owner Ken Grossman. “Now we’re asking drinkers to come together and help us raise funds by buying the beer. And what better way to do it than with a nationwide pint night?” If the beer sells out, the project could raise more than $15 million for direct Camp Fire relief.

“We are so grateful to the breweries, the suppliers, the wholesalers and retailers who have so graciously donated their time and resources to make this happen,” said Grossman. “With their help—and the help of the drinkers everywhere—we’ll be able to make a lasting and impactful difference in the lives of those impacted by this terrible tragedy.”

For more information, and to find a participating brewery near you, visit sierranevada.com/resilience-butte-county-proud-IPA

About Ken Grossman
Ken Grossman is the founder of the Sierra Nevada Brewing Co. and an industry pioneer in craft brewing. Under his leadership the firm was named “Green Business of the Year” by the United States Environmental Protection Agency in 2010 for its practices in sustainability. He and his family live in Chico, CA.

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