

GCBF FAST FACTS 2011



EVENT Great Canadian Beer Festival, a craft beer tasting event held in Victoria, British Columbia each year in September on the weekend after Labour Day. Attendees purchase an entrance ticket and \$1.25 tokens. Tastings are one or two tokens. Tickets: \$33.60 Fri / \$39.20 Sat.

DATES Friday, September 9, 2011: 3-8:00 pm
Saturday, September 10, 2011: 12-6:00 pm

NUMBERS Brewers: 58 (195 different beers)
They are from - BC: 31 brews, other parts of Canada: 5, Washington State: 7, Oregon: 6, and other U.S. brewers: 9.

Attendees: nearly 8,000 over two days.

550 volunteers help out.

LOCATION Royal Athletic Park - 1014 Caledonia Ave, Victoria, British Columbia

FOCUS To introduce beer lovers to new beers and to celebrate the art of brewing quality craft beer.

HISTORY The Great Canadian Beer Festival was first held in November 1993, at the Victoria Conference Centre. Eventually, the festival accommodated up 1500 guests per day over two days. The GCBF outgrew the venue, and it now takes place outdoors in Royal Athletic Park in September. 2011 is the 19th year.

PROCEEDS The festival is managed by non-profit society, relying on hundreds of volunteers of all ages. Proceeds from the festival will be donated to the CFA Santa's Anonymous and Camosun College student bursaries.

WEB www.gcbf.com