

GCBF FAST FACTS 2009



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. Most tastings are one token. Tickets are \$25 Friday and \$30 Saturday.

DATES Friday, September 11, 2009: 3-8:00 pm
Saturday, September 12, 2009: 12-6:00 pm

NUMBERS The tasting event features 53 brewers (172 different beers)
Victoria: 7, Vancouver Island: 5, Lower Mainland: 11, rest of BC: 5, other parts of Canada: 5, Washington State: 9, Oregon: 3, other U.S. brewers: 5, and other parts of the world: 3.
8,000 people are expected over the two-day event.

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

FOCUS To introduce thousands of beer lovers to new brews and 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. The festival accommodated up to 4000 guests attending over 2 days. The GCBF outgrew the venue, and it now takes place outdoors in the Royal Athletic Park, in September.

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

FORECAST Mix of sun and clouds. High of 21°. See the Canada Weather Office pages at: http://www.weatheroffice.gc.ca/city/pages/bc-85_metric_e.html