



For Immediate Release
September 28, 2009

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GRITTY MCDUFF'S ANNOUNCES PLANNED ACTIVITIES FOR DEMPSEY CHALLENGE WEEKEND IN OCTOBER

Sales of event's "Courage Ale" to support Cancer Center, Dempsey fans vie for signed jersey

Portland, ME – As the official beer of The Dempsey Challenge, an upcoming family fitness event to benefit The Patrick Dempsey Center for Cancer Hope & Healing, Maine craft brewer Gritty McDuff's Brewing Company (www.grittys.com) today shared more details of its efforts to generate funds for the event.

The brewing team at Gritty's has announced the creation of its "Dempsey Challenge Courage Ale" in honor of the **October 4** fundraiser (www.dempseychallenge.org). Gritty's will be donating \$1 from the sale of every pint of Courage Ale to The Dempsey Challenge. Courage Ale is a small-batch ale now available at the company's Lewiston/Auburn Gritty's pub, which already is generating enthusiastic financial support from Challenge supporters and beer enthusiasts.



www.grittys.com

"We've already sold 14 kegs and are well into the second batch of our Courage Ale," said Thomas Wilson, Gritty's director of marketing. "We're hoping that sales of our Courage Ale will translate into a sizeable donation for the Patrick Dempsey Center for Cancer Hope and Healing. It's such a worthwhile organization that's benefiting so many families here in Maine."

In addition to producing Gritty's Courage Ale, the Gritty's team is inviting fans and supporters to compete for the chance to win an official Dempsey Challenge jersey signed by actor, philanthropist and event creator Patrick Dempsey. Those interested simply have to fill out an entry form at Gritty's Lewiston/Auburn pub (www.grittys.com/la.php) to be eligible to win (no purchase is necessary). The drawing for the signed jersey will be held on Saturday, October 3, the day before the Challenge event.

Established by actor and Lewiston, Maine, native Patrick Dempsey, the inaugural Dempsey Challenge is expected to draw thousands of participants along with world-class cyclists and celebrities. The October 4 event will begin at Simard-Payne Police Memorial Park (known locally as "railroad park") in Lewiston and include cycling routes of 10, 25, 50 and 100 miles, as well as a 5K run/walk and a Kids' Fun Run. A day-long Festival in the Park will provide family entertainment while raising cancer awareness.

Gritty's beers will be served at the "Champions for Hope Banquet" for sponsors and event organizers on Saturday evening, and Challenge attendees can enjoy Gritty's highly touted craft beers at the day-long festival, open to the public, that will be held at Simard-Payne Police Memorial Park on Sunday from 8 a.m. to 5 p.m. Throughout the event, \$1 from every pint of Courage Ale will be donated to support the Cancer Center.

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Founded in March 2008, The Patrick Dempsey Center for Cancer Hope & Healing at Central Maine Medical Center provides high-quality education, support and wellness services at no cost to cancer patients and their caregivers. During its first year, the Dempsey Center had over 6,000 direct patient contacts and served over 2,000 on its toll-free cancer helpline.

For further information about related deadlines, pre-event activities, and event-day particulars, visit http://www.dempseychallenge.org/content/4002/Event_Info/.

Excellent Beer and Award-Winning Pubs

Since its founding in 1988, Gritty McDuff's, Maine's first brew pub since Prohibition, has brewed creative, quality beers that have earned awards ranging from repeat First Place wins at the annual Real Ale Festival in Chicago, to a silver medal at the prestigious 2007 Great British Beer Festival for Gritty's cask-conditioned version of their 21 IPA. Gritty's Brew Pubs also have frequently won in statewide polls the titles of "Maine's Best Brew Pub," "Best Maine Microbrew," and "Best Bar."

In addition to brewing, Gritty McDuff's operates three popular brew pubs in Maine. Located in Portland, Freeport and Auburn, the locations draw crowds of all ages. Known for their four seasonal ales and five year-round ales, tempting pub fare and welcoming atmosphere, Gritty's pubs have been named an Editor's Pick by *Condé Nast Traveler*, highlighted as "a legend among New England brewpubs" by *The Boston Globe*, and cited by *Playboy.com* as one of the best bars in America. Gritty's has earned numerous accolades from a wide variety of beer blogs and industry press outlets, as well.

*For additional information, or to schedule an interview with Publican Richard Pfeffer
or Vice President and Master Brewer Ed Stebbins,
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Downloadable images and logos are available at www.frontburnerpr.com/grittys .

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