

SERVING MORE THAN BEER

Local breweries do their part to give back to the community

By DAN HAAG

There's a lot of truth behind the old saying "beer is proof that God loves us and wants to be happy."

Beer has become a linchpin of North Coast economies, entire festivals are built around it and it sustains the soul on many a wet, windy winter evening.

But for many of our local brewers, the beer economy goes way beyond filling and serving pints. It's an opportunity for them to give back to the coastal communities that have embraced and supported them.



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Jeff Daly won the Magnanimous Mug Award last year, raising \$2,100 for Assistance League of the Columbia Pacific.

benefited North Coast Land Conservancy.

In November, Fort George will kick it up a notch by issuing a challenge for others to raise money for their favorite organization. The top

fund-raising person is recognized with the Magnanimous Mug Award at the Nov. 28 benefit night.

Entering its second year, the Magnanimous Mug Award — named for the brewery's Magnanimous IPA — has already proven to be a huge driver in

local giving.

Brad Blaser, head of marketing at Fort George, says the inaugural event raised nearly \$8,000 for six local charities, including Assistance League of the Columbia Pacific and Clatsop Animal Assistance.

"It turned out to be a huge night," he says.

Here's how it works: Fort George takes nominees of magnanimous individuals; willing honorees choose a local nonprofit to represent; and the individual who raises the most money by 8 p.m. Nov. 28 receives the Magnanimous Mug Award.

"Anyone in the community who is good at raising money and loves beer is eligible,"

Blaser says. The best part of the evening? Fort George matches the largest donation of the night. Blaser adds that while the Fort George has always been an active community donor, the desire to establish a regular program to strengthen that giving has always been the ultimate goal.

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"It's something more than just growing a big beard (for charity) or giving away gift certificates," he says. "This is just a fun way to get everyone involved in giving."

Drink a beer, save a fish

Sometimes helping a brewery give back is as simple as



SUBMITTED PHOTO

Fort George Brewery's Magnanimous Mug Award is named after its Magnanimous IPA.

cracking open a cold one.

Such is the case with Pelican Brewing Company's new release, Five Fin Pilsner.

Released in October, Five Fin invites beer lovers to "drink a beer, save a fish."

A portion of proceeds from every barrel of Five Fun sold will be donated to the Salmon Superhighway, an effort to restore access for salmon and steelhead to almost 180 miles of blocked habitat on Oregon's North Coast.

"When we think about salmon, we think of the clean, cold, crisp flowing rivers here and imagined Five Fin to mirror that," says Jim Prinzing, Pelican Brewing's CEO.

The Salmon Superhighway

project is an intensive effort across a six-river landscape to reconnect fish populations with the habitat they need to navigate and survive. Started in 2014, the \$35.8 million campaign is expected to run through 2024 to improve the habitat for salmon in 93 different locations that feed Tillamook and Nestucca bays in Tillamook County.

Hundreds of barriers in streams create bottlenecks in Oregon's coastal watersheds — most are problem culverts at road crossings that contribute to flooding and road damage, along with small dams and tidegates.

The best part: Five Fin can be found anywhere Pelican is sold and distributed, including Pelican's Cannon Beach location at 1371 S. Hemlock St.

Having been in the Oregon Coast brewing game for 20 years, Pelican knows the importance of impactful giving on the communities it serves, a fact not lost on Mary Jones, co-founder and co-owner of Pelican Brewing Company.

"We know we are more than lucky to live and work in a place as beautiful as Tillamook County," she says. "At Pelican, we don't take our environment for granted."

The Giving Back Tap

North Jetty Brewing owners Erik and Michelle Svendsen have been brewing in Seaview, Washington,

For information on this year's Magnanimous Mug event or any of the Fort George's Benefit Nights, visit fortgeorge-brewery.com

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