

NEWS RELEASE

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**United Way
of Greater Stark County**

FOR IMMEDIATE RELEASE

Canton Craft Beer Tour Raises Money for United Way's Young Leaders Society Service Projects

(Canton, OH) June 21, 2017 – United Way's Young Leaders Society recently hosted the Canton Craft Beer Tour in downtown Canton. The fundraising event raised \$4,300 to benefit YLS activities and community service projects. The fun-filled celebration included eighteen craft beer tastings, available at participating downtown pubs: The Auricle Venue & Bar, Buzzbin Art & Music Shop, Canton Brewing Company, Cultured Coffee & Waffles, George's Lounge, Grapes in a Glass and Thatsa Wrapp.

Each beer connoisseur received a tasting mug, punch card and map of participating pubs. They could walk at their own pace, and were encouraged to linger and socialize. Pre-sale ticket holders received an event t-shirt and souvenir swag-bag. Designated drivers received swag bags and complimentary non-alcoholic beverages.

200 people attended the event, which coincided with several other activities - including Canton Flea, Canton Farmers' Market, and Canton Italian American Festival. Shops and restaurants were open as well. "The warm weather and vibrant downtown atmosphere created an amazing community connection for participants," says UWGSC President & CEO Maria Heege.

Q92 WDJQ, Canton Charge, Liquid Custom Apparel & Gifts and Hall, Kistler & Company LLP sponsored the event through donations. "We're grateful to all of the businesses who helped make this such a success," says YLS Coordinator Carrie Clemens. "We've received positive feedback from everyone, and are so happy that we could bring people to see what downtown Canton has to offer while raising funds to support YLS activities."

About Young Leaders Society

United Way of Greater Stark County's Young Leaders are generous and dedicated supporters, age 45 or under, who share a commitment to do something and improve our community. Members are involved either through giving annually to United Way or donating time (or a mix of both) for service projects. Young Leaders Society committee meetings are usually held the last Tuesday of every month at United Way of Greater Stark County's offices in downtown Canton and are open to anyone who is interested in joining. Fundraising and service projects include Canton Prom, Hoodies for the Holidays, Stark SOUP and Canton Craft Beer Tour. More information is available at www.uwstark.org/young-leaders-society.

About United Way of Greater Stark County

United Way of Greater Stark County fights for the Health, Education and Financial Stability of every person in every community. The agency collaborates, convenes, and partners to support programs and initiatives that break the cycle of poverty, promote a healthy community where children are successful from kindergarten through graduation to a career, and where families have the tools, skills, and support they need to become financially independent. We win by living United. For more information about United Way of Greater Stark County visit www.uwstark.org. Headquarters are at 401 Market Avenue North, Suite 300, Canton, Ohio 44702. Dial (330) 491-0445 to reach the offices.

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