



MEDIA RELEASE

Celebrate St. Patrick's Day with Steam Whistle Pilsner, Toronto's favourite *Green Beer*

(Toronto, ON, March 2, 2010) - **Steam Whistle Brewing**, Toronto's independent brewery in the historic John St. Roundhouse, offers Irish-Canadians and their revelling cohorts a number of ways to celebrate St. Paddy's Day:

- **Steam Whistle's Annual St. Paddy's Day Party:** meet **1000 partiers** dressed in green on Saturday March 13th, 2pm to 1am at the brewery, The Roundhouse - 255 Bremner Blvd. \$10 at the door. *What to expect:* live Irish music, dancing and entertainment all day featuring the Woodgate-Shamrock Academy of Irish Dance, Brogue -- Celtic Dance Company of Canada and loads of brewery-fresh Steam Whistle Pilsner.
- **The 10th Anniversary Achilles St. Patrick's Day 5km Run/Walk:** For those feeling charitable and athletic, join the crowds on Sunday March 14th at the 10:15am starting line just outside of Steam Whistle Brewing on Bremner Blvd. and lend support to **Achilles Track Club**, helping people with disabilities receive benefit from running. *What to expect:* a good feeling from helping out, post-race libations and Irish eats inside the brewery.
- **The 10th Annual Toronto St Patrick's Day Parade:** this annual **crowd-pleaser** begins at 12noon on Sunday March 14th and winds from Bloor/St. George, down Yonge St. to Nathan Phillips Square. *What to expect:* Steam Whistle's green **vintage vehicles** among the floats.
- **The Greenest of Beer - Steam Whistle Pilsner:** named 'greenest' brewery in Canada by **Bloggers**, Steam Whistle has been recognized as an **environmentally responsible** manufacturer. Their signature green-glass bottles, cans and draught **found** in hundreds of LCBO outlets, Beer Stores, Bars & Restaurants across Ontario, add to any St. Paddy's Day celebration. *What to expect:* guilt-free guzzling with these sustainable suds.
- **Home Delivery for your home-grown St. Paddy's Day event:** If you plan to entertain leprechaun-lovers at home, enlist the assistance of Steam Whistle's **Home Delivery** Team. *What to expect:* reliable, knowledgeable & friendly service, fresh draught, cups, ice and loan of dispense equipment. Party Planning made easy.
- **Make some Irish Stew, Steam Whistle-style:** Visit Steam Whistle's **recipe section** on their website [www.steamwhistle.ca] for beer-infused Irish Stew and dozens of other 'Cooking with Beer' recipes. *What to expect:* plenty of fun in the kitchen.

About Steam Whistle

Steam Whistle, an independent brewery housed in Toronto's historic John St. Roundhouse, has a singular focus of making just one beer of exceptional quality that Canadians can be proud of. They brew their refreshing Pilsner with traditional brewing methods and only four, natural ingredients. Steam Whistle Pilsner is packaged in signature green glass bottles, cans & draught, and is shipped fresh across Ontario, Alberta and more recently BC to Beer and Liquor Stores as

well as licensed bars & restaurants. Steam Whistle welcomes more than 95,000 visitors to the brewery each year to the on-site retail store, for a tour or to attend one of the many on-site events and art shows. Highly awarded for its premium beer, its business success, community support and environmental practices, Steam Whistle Pilsner is now one of the top selling premium beer brands in Ontario.

To learn more about what they do really, really well visit www.steamwhistle.ca

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