



FOR IMMEDIATE RELEASE

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Jersey Water Works Partners with City of Jersey City, Local Breweries for Imagine a Day Without Beer

Oct. 6, 2017 -- On Thursday, Oct. 12, 2017, **Jersey Water Works**, the City of Jersey City and members of the **New Jersey Brewers Association** will partner to sponsor **Imagine a Day Without Beer**. The day is intended as a local way to observe **Imagine a Day Without Water**, an annual day of awareness sponsored by the Value of Water Campaign to highlight the importance of safe, affordable water to all facets of everyday life.

The Imagine a Day Without Beer event will encourage patrons of the guild's member breweries to post on social media using the hashtag **#NoWaterNoBeer**. In Jersey City, a association member **Departed Soles Brewery** will host a media event at 5:30 pm featuring as speakers Kate Lawrence, the environmental planner for Jersey City, and Rob Pirani, program director for the NY - NJ Harbor & Estuary Program at the Hudson River Foundation and a member of the Jersey Water Works Steering Committee. Jersey City is participating in Imagine a Day Without Beer as part of its Office of Innovation's **Year of Water**. A related event in Hoboken will ask people to Imagine a Day Without Coffee.

"A day without beer is obviously a dire thought for a craft brewery," said Jason Carty, the executive director of the brewers' association. "But that's what could happen if our 70-plus members (and more to come!) don't have great water. This is a fun way for our members' patrons to understand more about something that is often invisible until it doesn't work -- our water systems, and how important they are to so many aspects of our day-to-day lives."

In addition to Departed Soles, other craft breweries participating in the event include:

- **Angry Erik Brewing** in Lafayette
- **Brotherton Brewing Company** in Shamong
- **Czig Meister Brewing** in Hackettstown
- **Flounder Brewing Company** in Somerset County
- **Flying Fish Brewing Company** in Somerdale
- **Garden State Beer Company** in Galloway
- **Harvest Moon Brewery** in New Brunswick
- **Jersey Girl Brewing** in Mount Olive
- **Lower Forge Brewery** in Medford

- **Pinelands Brewing Company** in Little Egg Harbor
- **Rinn Duin Brewing** in Toms River
- **Triumph Brewing Company** in Princeton
- **Zed's Beers** in Marlton

"Our water infrastructure challenges are so often unseen until catastrophe hits. While we take it for granted, can you even imagine a day without water?" said Mark Mauriello, co-chair of the Jersey Water Works Steering Committee. "We need to make sure that we invest in our water infrastructure systems so we can continue to support the many businesses that depend on a clean, plentiful supply of water, including our renowned New Jersey breweries!"

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About Jersey Water Works

Jersey Water Works is a collaborative effort of **many diverse organizations and individuals** who embrace the common purpose of transforming New Jersey's inadequate water infrastructure by investing in sustainable, cost-effective solutions that provide communities with clean water and waterways; healthier, safer neighborhoods; local jobs; flood and climate resilience; and economic growth. **New Jersey Future** facilitates the work of the collaborative.



About The New Jersey Brewers Association

The **New Jersey Brewers Association** is the voice of craft beer in New Jersey, representing its small breweries and affiliated groups to support industry-wide growth and beer appreciation.