



For immediate release

## Central City Brewers + Distillers Teams Up with BC Lions and BC Seniors Living Association to Donate Hand Sanitizer to Independent and Assisted Living Communities

*Central City to donate 200 mL of hand sanitizer for every sale of Red Racer Cruiser 8-pack Mixer*



*Photo: Central City Brewers + Distillers teams up with BC Lions and BC Seniors Living Association to donate hand sanitizer to independent and assisted living communities. (From left) BC Lions' players Claudell Louis, team mascot Leo the Lion, Sukh Chungh and Peter Godber.*

Surrey, B.C. (June 24, 2020) – **Central City Brewers + Distillers** is teaming up with the **BC Lions** and **BC Seniors Living Association (BCSLA)** on a new COVID-19 campaign where they will donate 200 mL of hand sanitizer to independent and assisted living communities in B.C. for every sale of the new **Red Racer Cruiser 8-pack Mixer**.

Central City, which is known for its award-winning beer and spirits including the 2019 Canadian Beer of the Year with its *Red Racer After Hours Pale Ale*, began producing hand sanitizer back in April 2020, in support of Canadians especially COVID-19 front-line workers.

"We wanted to continue supporting our communities and front-line workers during these COVID-19 times and we are fortunate to have the opportunity to partner with the BC Lions Football Club and BC Seniors Living Association on our new Red Racer Cruiser 8-pack Mixer campaign," says **Brendan Yep, Vice President of Sales at Central City Brewers + Distillers**. "As community leaders, it is important for us to contribute and do our part, and this is one way we are giving back to the community."

In April, Central City donated hand sanitizer to front-line workers, healthcare workers and first responders through the City of Surrey. Now in June and July, Central City will donate additional hand sanitizer to independent and assisted living communities in B.C. through this new *Red Racer Cruiser 8-pack Mixer* campaign.



“We’re proud to lend our support to help seniors living in independent and assisted living communities throughout B.C. by making hand sanitizer more accessible to them through this partnership with Central City Brewers + Distillers and the BC Seniors Living Association,” says

**George Chayka, BC Lions Football Club Vice President of Business Operations.**

“We are very grateful for the initiative and support of Central City Brewers and Distillers and the BC Lions.” said **BCSLA CEO Lee Coonfer**. “During the COVID-19 pandemic, seniors’ communities have been put under a tremendous amount of strain to acquire the appropriate PPE and sanitizing products in the appropriate quantities to keep their residents safe. Seniors’ safety is our priority and through the selfless gestures from the community, the tireless work of our employees and acts of corporate social responsibility, we will be able to meet this challenge and get through this together.”

The *Red Racer Cruiser 8-pack Mixer* includes 500 mL cans of Pils, Hazy Dreamer Pale Ale, Dirty Blonde Ale and Lager, and will be available in private liquor stores throughout B.C.

The Central City Hand Sanitizer is also available for purchase (3L and 1L bottles, and in bulk) at all Central City Liquor Store locations and at the brewery store (11411 Bridgeview Drive, Surrey).

#### **About the BC Lions Football Club**

The BC Lions Football Club is Vancouver’s and British Columbia’s most successful professional sports organization with six Grey Cup titles: 1964, 1985, 1994, 2000, 2006 and 2011. Drawing on pride, decades of tradition, passion and a spirit of excellence, the BC Lions Football Club seeks to touch the lives of our community in a positive way and is dedicated to serving partners, sponsors and fans. [www.bclions.com](http://www.bclions.com)

#### **About BC Seniors Living Association:**

BC Seniors Living Association is a voluntary, membership-driven organization dedicated to being a valuable source for member development, education and growth. The organization works to promote and protect the best interests of its members, which include the Independent and Assisted Living communities in BC. The cornerstones of BCSLA is based on actively advocating, educating, mediating and celebrating retirement communities and their residents. For more information, please visit our website: [www.bcsla.ca/](http://www.bcsla.ca/)

**Social Media:** Twitter: @BCSeniorsLiving, Facebook: BC Seniors Living Association

#### **About Central City Brewers + Distillers:**

Central City is a craft brewery and distillery in the business of developing, producing and selling international award-winning, premium craft beer and distilled spirits, made without compromise. Based in Surrey, British Columbia, CCBD won the 2019 Canadian Beer of the Year and was voted Canada’s Brewery of the Year in 2010 and 2012. Their Red Racer brand has become a cult icon among craft beer enthusiasts throughout North America. Founded in 2003 as a brewpub and liquor store in downtown Surrey, it now also features a state-of-the-art brewery, distillery, warehouse and private liquor store on Bridgeview Drive. [www.centralcitybrewing.com](http://www.centralcitybrewing.com)

**Social media:** Instagram & Twitter: @CentralCityBrew; Facebook: @CentralCityBrewing