

# Organizers say Georgetown Craft Beer Festival is here to stay

By Victoria Fraser  
Special to The IFP

This past Saturday, 23 craft breweries, eight food trucks and four service clubs eagerly waited for Head for the Hills, the Georgetown Craft Beer Festival, to start.

Excited to launch an inaugural event in Georgetown and raise funds for local charities, those of us at the Trafalgar Sports Park held our breath and hoped for a good turnout. What soon happened surpassed our wildest dreams. Folks from all over came flooding in as soon as the gates opened at 12 p.m. and the crowd kept growing.

Even a little rain didn't dampen spirits! The weather gods were quite nice, only pouring down for about 30 minutes, during which craft beer fans huddled together in tents, sang songs, and goofed around in the rain, getting soaked in the name of good beer. In some ways, the rain even added to the fun. Whether it was raining or sunny, the community support and enthusiasm at Head for the Hills was shining



From left, Theresa Brooks, Jane Brooks, Mary May and Evelyn Murphy shared a few beers, some laughs and a huge box of poutine.  
Photo by Jon Borgstrom

bright.

Over 3,000 people came out to enjoy craft beer, taste great food, listen to music, and spend time with friends. The event sold out as of 4:30 p.m. and people without advance tickets had to be turned away. People of all ages came out, with a strong contingent of people in their 20s and 30s. Several commented that it was like a reunion

atmosphere for the Hometown gang. Thanks to social media, we had lots of visitors from out of town too: Brampton, Toronto, Kitchener and Oakville, not to mention, Michigan, New York, Quebec and even Colorado. The music was a hit and the good times rolled until 6 p.m., when exhausted volunteers started the cleanup process.

The breweries and food trucks in

attendance were overwhelmed by the success of the festival; many sold out of their product and have already requested to be involved again next year. The craft beer industry's magazine called for an interview to investigate how we "went from zero to sixty in one year".

Comments from brewers and food trucks indicated that the event was well organized and that the crowds were incredibly nice people.

The Kinsmen, Kiwanis, Lions, and Rotary Clubs couldn't be happier with the experience of our first year. We learned a lot from Head for the Hills 2015 and are already making plans for next year. With such excellent feedback and support from our community, we expect that Georgetown's Craft Beer Festival will only grow. This is a very exciting beginning to Head for the Hills and the verdict is: it is here to stay!

Our thanks to everyone who helped put on this great event and "cheers!" to those who joined us at the party. We raised our glasses, we drank some beer, and we did a lot of good!



Eugene Grooms takes a shot at the Beer Pong game.  
Photo by Jon Borgstrom

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