



IFP File photo

Mayor Rick Bonnette enjoys a pint at last year's beer festival. Furnace Room Brewery toast with Mayor Rick and Josie Bonnette at last year's event.

Head for the Hills craft beer festival returns Sept. 16

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A local craft beer festival has won the hearts of many, and lately, has earned the number one spot for best craft beer festivals in Ontario.

In 2014, Head for the Hills launched its inaugural event at Trafalgar Sports Park and brought hundreds of residents out for a day of good food and delicious craft beer from local breweries.

In August, the Ontario Beverage Network held a poll asking for the best craft beer festivals in Ontario, and by popular vote, Head for the Hills earned number 1.

Going into its third year, Head for the Hills has donated \$20,000 to Food4Kids, a local organization that provides food for elementary school-level kids, as well as a few service clubs from Georgetown.

"We were trying to figure out how to best not overburden the people of Georgetown, but also maximize the impact we can have for charitable causes," Doug Lounsbury, a key organizer of the event, said.

The event is one day, and every year, sells out. It is also completely volun-

teer-run.

According to Lounsbury, vendors are happy to set up shop at the festival because it is a charitable event, and it costs as little as \$300 to do so - a fee that goes directly to Food4Kids.

"The brewers love coming to our festival because of that," he said. "They're not losing money coming to us."

Organizers of the event live by the motto 'drink some beer, do some good,' and that's exactly what they've done. During last year's event, Head for the Hills sold 5,000 tickets and donated \$15,000 to Food4Kids. This year, they will be selling 5,500 tickets, and hope to donate at least \$25,000.

"If you do good things, it's going to come back to you in spades," Lounsbury said. "We want it to be a win-win for everybody: our sponsors, the brewers, the community. That's the great thing about this: everything we raise stays in Georgetown."

The event continues to be successful through many, many hours of work - approximately 250 hours for each person.

"Georgetown is a bit of a hot bed for craft beer," Lounsbury said, noting the Real Canadian Superstore in town is the number 1 re-

tail seller of craft beer and cider in Ontario. "We have this festival, obviously people in this area like craft beer, and we provide the conduit for the festival, as well as Superstore, and people really enjoy it."

This year's event takes place Sept. 16 from 11 a.m. to 6 p.m. at the Trafalgar Sports Park, and features a number of craft breweries, including Maclean's Ales, Northern Maverick Brewing Co., Rainhard Brewing Co., Black Oak Brewing Co., Pommies Cider Co., Muskoka Brewery, The Collingwood Brewery, and much more. For food, Melt-down Cheesery, Get Skewered, Chimney Stax Baking Co., the Funnel Cloud, and Loco por el Asado, and more. Performances will accompany the good food, and will feature Mountain Lion Trappers, High Court County, and Brewed Attitude. Lounsbury explained that the event is for people who appreciate beer, and for those who will celebrate it responsibly.

"The event becomes a bit of a reunion destination for people," Lounsbury said. "There's wonderful food trucks, the music is amazing. everybody is there for a good time." For tickets and more information, visit www.headforthehills.ca.

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