

# BEER OLYMPICS FUNDRAISER RECRUITING TEAMS

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Day drinking for a good cause: the Country Acres Beer Olympics is recruiting athletes for the annual event.

Throughout the day, athletes will go head-to-head in beer-infused events as a fundraiser for the Maple Leaf Sport and Entertainment (MLSE) Foundation.

Going into the event's fourth year, Callie Shepherd, organizer, said the event started to raise money for another fundraising event, the MLSE Team Up

Challenge.

The MLSE Team Up Challenge is a fundraiser for the LaunchPad. Teams compete in an all-day multi-sport tournament to raise funds for the LaunchPad.

"People are expected to raise about \$500," Shepherd said. "I didn't like the idea of going to my friends and asking for money, and I liked the idea of them getting something out of it."

Thus, the Beer Olympics were born.

In the first year, Shepherd said six teams made up of friends and family participated, but the event



Callie Shepherd/Photo

Now in its fourth year, the Country Acres Beer Olympics is a day of drinking games with all funds raised going to help the MLSE Foundation and the MLSE LaunchPad.

has grown significantly. Last year, 12 teams participated.

Olympians participate in a series of organized drinking games throughout the day including relays, flip cup and beer pong.

One event, "Louisville Chugger," Shepherd said was particularly fun to watch.

ing policies.

"If you're an Olympian, it's mandatory if you've driven, you have to check in your keys," Shepherd said. "And you don't get them back until 8 a.m. the next day."

Because of the nature of the event, Shepherd said participants are invited to camp out. Some teams have even arrived with camper trailers in the past or arrange for cabs or rides home.

Last year, the mother of one member of one team shuttled the Olympians to and from the event in her minivan.

"We make sure people are being safe," Shepherd said.

This year, Shepherd said they are only accepting 16 teams due to space constraints.

Each team member is required to make a \$75 donation, and will receive a T-shirt, a barbecue dinner, snacks and, of course, beer for the day. Last year, the

event was sponsored by Moosehead Breweries.

A raffle is also held at the event with prizes in the past including signed gear from the Toronto Maple Leafs and the Toronto Raptors.

Funds raised go to support the MLSE Foundation and MLSE LaunchPad. The LaunchPad is a 42,000-square-foot facility for youth facing barriers can use sports to recognize and reach their potential. The LaunchPad is located in Toronto's Moss Park. Through a "sport for development" approach, the program uses sport and physical activity to build healthy communities and help youth reach their potential.

The Country Acres Beer Olympics will be held on May 25.

More information about the Country Acres Beer Olympics is available at [facebook.com/groups/countryacresbeerolympics/](https://facebook.com/groups/countryacresbeerolympics/) or by emailing [calie.stirling@gmail.com](mailto:calie.stirling@gmail.com).

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