

Steel City Beer and Cider Festival STUDENT press release – July 2018

The Campaign for Real Ale (CAMRA) is an independent consumer organisation which promotes real ale, cider and perry, as well as championing the role of traditional British pubs in communities. It is one of the largest consumer groups in the United Kingdom with more than 191,000 members as of June 2018. CAMRA is volunteer-led, with thousands of dedicated volunteers giving up their time to support the campaign, which is financed by membership fees, sales of books and merchandise and income from local and national beer and cider festivals.

Sheffield & District CAMRA is the local branch of the campaign and currently has around 1,600 members. Often recognised as one of the most forward-thinking CAMRA branches, we have an active committee and a wider group of volunteers who assist with everything from liaising with local breweries to delivering magazines. We run a number of socials and events throughout the year, the largest of which is the Steel City Beer and Cider Festival. First held in 1975, the festival is now in its 44th year. Like all CAMRA festivals, it is organised and staffed entirely by volunteers.

This year's Steel City Beer and Cider Festival will run from Wednesday 10th October to Saturday 13th October 2018. It will, for the fifth year in a row, be held at the historic Kelham Island Museum. In 2017 more than 6,100 visitors attended over the four days, between them drinking over 14,500 pints of cask ale, 2,300 pints of cider and perry, 1,400 pints of cask-conditioned key keg beer (a complete sell-out) and 566 bottles and cans from the international section.

For each festival members of the festival planning committee select a local charity to support. Proceeds from the quiz, collection buckets and donations of unused beer tokens are all donated to the chosen charity. This year we are pleased to be supporting local charity, Roundabout.

www.roundabouthomeless.org/

Every year, we receive a number of requests from journalism students asking to write articles about the festival or to interview organisers and staff. While we are happy to accommodate students, we do ask that they volunteer to help out at the festival in return. In particular, those asking for video interviews must volunteer for at least one 3.5hour session before we will consider their request. Volunteer activities may include serving drinks on the bars, selling beer tokens and programmes, promoting CAMRA membership or working on the glass return desk. Specific roles will be delegated by the Staffing Officer on the day. All volunteers receive free entry on the day(s) of their shift and can try any of the cask ales or real ciders for free.

Those only requiring photographs or videos of the festival (not interviews) are welcome to attend without volunteering, but will have to pay any applicable entrance fee. They should ensure that any equipment brought will not cause any obstruction to other visitors and that the consent of any individuals portrayed has been sought. We recommend that Wednesday and Thursday would be the best time for such visits as the Friday and Saturday sessions can get extremely busy.

Glyn Mansell, Sheffield and District CAMRA Chair

"With a range of Real Ale, Music and Food, superb location and fantastic atmosphere this is the Sheffield CAMRA event not to be missed - see you at the festival!"

Dom Nelson, Festival Stalls Manager and Beer Matters Editor

"When I was a student in Sheffield, I used to visit the Steel City festival each year. Last year, after becoming more involved in CAMRA, I volunteered for the first time and had such a great few days that I'm doing it again this time around. I'd definitely recommend it to anybody – the free beer for volunteers is a bonus too!"

Any specific questions not answered by the above should be directed to the festival Press Officer, Poppy Hayhurst, at press@sheffield.camra.org.uk by 17:00 on Friday 5th October 2018 at the latest.

Facebook: @sheffieldcamra

Website: <https://sheffield.camra.org.uk/>

Contact: Poppy Hayhurst, Sheffield and District CAMRA and Steel City Beer and Cider Festival
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