

## **Steel City Beer and Cider Festival**

### **STUDENT press release – October 2023**

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 180,000 members as of September 2023. 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 1,800 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 47<sup>th</sup> 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 18<sup>th</sup> October to Saturday 21<sup>st</sup> October 2023. It will, for the sixth year in a row, be held at the historic Kelham Island Museum. In 2022 more than 5,000 visitors attended over the four days, between them drinking more than 15,000 pints of cask ale; 1,600 pints of KeyKeg beer (a complete sell out), 2,400 pints of cider and perry; plus 437 bottled and canned international beers.

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 the Yorkshire Air Ambulance.

Those only requiring photographs or videos of the festival (not interviews) are welcome to attend the festival to do so at any point 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.

As the festival period is a busy time for the organising committee, opportunities for interview will only be available on Wednesday 18<sup>th</sup> October with the prior agreement of the Press Officer.

#### **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, former Festival Stalls Manager and Beer Matters Editor**

"When I was a student in Sheffield, I used to visit the Steel City festival each year. Two years ago, after becoming more involved in CAMRA, I volunteered for the first time and had such a great few days that I've done it every year since. 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, Elliott Green at [press@sheffield.camra.org.uk](mailto:press@sheffield.camra.org.uk).

Facebook: [@sheffieldcamra](https://www.facebook.com/sheffieldcamra)

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