



Nelson CARES Society
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[Press Release - Nelson CARES - Nelson Brewing Co. creates tribute beer](#)

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Since 1991, Nelson Brewing Company has been dedicated to producing local ales and along the way, they have also been massive community supporters. Just recently NBC used its end stock of its Faceplant Winter Ale and donated it to be converted into hand sanitizer for the Kootenay Boundary Regional Hospital.

Nelson Brewing Company has now created a new beer 'Essential Grapefruit Pale Ale' as a tribute to all of the local essential workers who are working so hard during these challenging times. NBC will be donating \$1 from each unit sold to support the vital work of Nelson CARES.

Nelson Brewing Company CEO Kate Walker spoke to the idea behind the beer "The past couple of months have been difficult for everyone. The idea of this beer was to show our support for all the essential workers who have put themselves at risk to continue to serve their communities through these challenging times. We loved seeing the hearts in people's windows around town and thought it sent a really great message of hope, support and positivity. We wanted to do our part to spread that feeling around! Donating a portion of the proceeds to Nelson CARES was an easy decision because we knew it would be used to help those that are currently most in need."

Nelson CARES has been operational through out the lockdown. They have over 100 workers in the community providing support services in their residential homes; operating their housing services and supporting those that are homeless struggling in the community. They have worked with their partner agencies to ensure food security and hygiene facilities. This has been a colossal effort. All of these workers are invisible heroes who have kept these services available and the community safe. Thanks to NBC for recognizing this service.

Nelson CARES Executive Director Jenny Robinson stated in an email "The Nelson CARES board and staff are honoured that the NBC staff and management have thought of us during this chaotic time; it is such a lovely sentiment. Our teams are working around the clock and we are all moved by this generous gift."

In 1974 a group of dedicated Nelson residents came together with a single vision: create a fairer, safer, and socially just community.

More than four decades later the organization they created, now called Nelson CARES Society, continues to work towards that goal. They have grown into one of Nelson's largest and most diverse non-profit organizations. They act as a catalyst for community and program development, and advocate for people living in poverty.

Nelson CARES Society provides housing, employment, and family support. They are funded through government, private foundations, and the generous donations of countless individual Nelson residents.

Please contact Kate Walker, CEO of NBC at 250-551-2533