



MEDIA RELEASE

RAISE A TOAST TO CASK BEER AND HELP MAKE HISTORY!

Mitchell's of Lancaster will be appealing to the nation to rally behind them in order to break a world record. Mitchell's community locals will be taking part in the World's Largest Toast in celebration of National Cask Ale Week. They will join over 6,000 venues across the UK to smash the World Record for the Largest Toast.

Drinkers will simultaneously raise their glasses at 7.00 pm on Saturday 11 April in honour of Britain's national drink, cask beer, and attempt to set the record for the World's Biggest Toast.

Mitchell's of Lancaster Joint Managing Director, Jonathan Barker, said: "We are so excited about National Cask Ale Week and being part of the UK's biggest ever beer festival. Now we are asking the people of Lancaster to have a bit of fun together, showing support for their local celebrating cask beer and helping make history on Saturday 11 April."

Participating pubs include:

The Bobbin, The Boars Head, The Boot & Shoe, The Bowerham, The Duke of Rothesay, Fibber McGees, Royal Hotel Heysham, Royal Hotel Bolton Le Sands, Th'Owd Tithe Barn, The William Mitchell, The Davy Jones Locker, The Old Hall, The Owls Nest, and The Greaves Hotel.

To find out more about National Cask Ale Week and what's happening in your region visit www.caskaleweek.co.uk or become a fan on Facebook by searching for National Cask Ale Week or Mitchells of Lancaster (Brewers) Ltd.

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For further information please contact Emma Procter, 01524 596035 or alternatively emma@mitchellspubs.co.uk
NB: The world record for the Biggest Toast currently stands at 485,000 people