



PRESS RELEASE

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Batavia Charity Benefits from National Brewery

BATAVIA – Participants in the 2010 Batavia Sprint-Distance Triathlon and Duathlon will have a chance to provide much needed non-perishable food items to Batavia Food Pantry and get a reward. This year the runners can exchange their donation for a beer ticket. The Boston Beer Company's National Account Manager, Bryan Farbisz of Batavia is offering a beer ticket for donations which can be redeemed at the after-race party event.

Athletes who participate in this 7th running of the Batavia Triathlon can bring their donation to the packet pickup locations. Registration packets can be picked up on June 4th and 5th in Chicago or on June 11th and 12th at Batavia City Hall. The donated food or household item will earn the participant one free beer ticket. The race event kicks off on Sunday, June 13th at 6:30 am from the Batavia Quarry. The Batavia Triathlon is a charity event which has helped many deserving non-profit charities over the years including Leukemia & Lymphoma Society, Batavia Food Pantry, Batavia MainStreet and others.

“Despite the state of the economy, the people of Batavia have been most generous,” Batavia Interfaith Food Pantry chairman Stan Johnston The Batavia Interfaith Food Pantry is a 501(c)(3) not-for-profit, volunteer agency that is directed and operated by community and local church volunteers residing throughout the greater Fox Valley.

Boston Beer Company brewery headquarters is in Boston MA. The company was one of the original microbreweries. Boston Beer Community Involvement includes supporting fundraising events such as the Batavia Triathlon by donating beer to the after-race party event in exchange for participants donating non-perishable food and household items.

For more information about the Batavia Triathlon: www.bataviatriathlon.org Registration is available online until May 30th through www.active.com.