



Press Release For News Editors

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THEAKSTON SPONSORS LOWER DALES QUILTS LEAGUE Masham brewer supports great rural tradition

T&R Theakston is helping to support one of the North's great rural traditions with its sponsorship of the Lower Dales Quilts League.

The league started in 1979 and is played at pubs across the Lower Dales during the warm spring and summer months. This year the league will start on April 28.

A quoit, in ancient times, was synonymous with a discus, and Quilts is believed to have been played at the first Greek Olympiad. Whatever its origin, the game has been played in England for hundreds of year wherein players throw steel rings or quilts into a three foot square pit of clay with a steel pin in the centre. The winner is the person who gets their quilts nearest to the pin.

Theakston's sponsorship will allow the league to produce its fixture handbook and launch the Theakston Trophy Competition which is set to take place on Sunday June 13.

Stan Smith, Chairman of the Lower Dales Quilts League, said: "A game of Quilts is inexorably associated with a pint at the village pub and its fitting that Theakston should be sponsoring the league. As a local company Theakston is very supportive of local initiatives like ours."

Theakston was recently bought by the founding family of the famous eponymous Masham-based brewer from Scottish-Courage. Simon Theakston, the director who led the family buy back, said: "Theakston – with its long history for brewing traditional cask conditioned ale – is always pleased to be associated with events and initiatives which embody Yorkshire's great traditions.

"Quilts is a case in point – which throughout all the changes we have seen in the countryside over the past 20 years continues to give new generations enjoyment and brings people together around the village green."

Theakston employs 20 staff in Masham, responsible for brewing, sales and marketing. The company is one of the few brewers in the country that still employs a cooper crafting wooden casks in which the beers mature.

The brewery has a visitor centre where guests can witness beer being brewed by traditional methods and learn more about the history of brewing. Theakston beers include Best Bitter, XB, Old Peculier, Mild and Black Bull Bitter