



## Press Release For News Editors

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### **THEAKSTON SPONSORS MASHAM STEAM RALLY**

Brewer supports Masham Steam Engine and Fair Organ Rally in 39<sup>th</sup> year

T&R Theakston is sponsoring the Masham Steam Engine & Fair Organ Rally which takes place in Masham on the weekend of July 17 and 18 (2004).

The sponsorship deal marks a re-union of sorts for Theakston and the Steam Engine Rally, which celebrates its 39<sup>th</sup> year in 2004. Theakston has sponsored the event in previous years.

Theakston – best known as the brewer of Old Peculier ale - has been a keen supporter of the rally since it began in 1964 when residents from Masham launched the event to raise funds for the up keep of Masham's town hall.

Today the event attracts thousands of people from the UK and abroad and is a major show case for traction engines, showmans engines, steam wagons, rollers, tractors, and new for this year - heavy haulage locos, and a good number of miniature steam engines.

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 has, in the past had a long association with the Masham Steam Rally and we are delighted to resurrect that relationship.

"Needless to say the complete range of Theakston's ales will be available in the beer tent over the week end."

Flo Grainger, who organises the event, said: "We are delighted that Theakstons are sponsoring the rally this year. They will give the event a real boost and help us raise even more funds for Masham town hall."

Theakston's sponsorship will this year resurrect an old tradition with the crowning of the Steam Rally Queen by Michael Theakston, the oldest member of the Theakston clan. Theakston's will also provide signage to the event as well as hosting the Theakston beer stall where the brewer's Cooper Jonathan Manby will show off the ancient art of barrel making.

One new element to the rally is the introduction of a Taste of Dales Marquee which will showcase North Yorkshire excellent home produced food including local cheeses, preserves, and – of course – Theakston's beer.

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