

United Chesed Celebrates its Tenth Year of Community Service with Beer Tasting and Jazz

February 21, 2013, Toronto

Join *United Chesed of Toronto* on Sunday, March 3, 2013, as it celebrates its 10th year of alleviating poverty in the Jewish community with a night of drink, food and music.

The evening will feature a beer-tasting, as well as a look into the unexpectedly rich history of Jews and craft brewing in North America. *Roland + Russell* - one of the most vibrant importation agencies in Ontario of craft beer, wine and specialty spirits - will be treating guests to three unique beers: *He'brew Jewbelation*, *Southern Tier IPA* and *Bush Pilot Stormy Monday*. There will also be a bonus tasting of *Mackmyra First Edition*, a single malt whisky. Industry expert Ben Shillow will lead the tasting, as well as the presentation on craft brewing history. Music will be supplied by *KT Faction*, one of Toronto's best jazz bands, and kosher hors d'oeuvres will be served.

He'brew Jewbelation is produced by *Shmaltz Brewing Company*, a craft brewery based in San Francisco. *Shmaltz* was named "Breakout Brand 2009" and "Best in Show 2010" by *Beverage World Magazine*, and was ranked one of the "Top 50 Brewers in the World 2012" by *RateBeer.com*.

"We are excited to be part of this worthwhile evening," said Vlado Pavicic, Partner, *Roland + Russell*. "United Chesed performs important work for the community and we are happy to recognize them on their tenth year of operation."

The event will be held at 36 Harbord Street, Toronto, Ontario, 8:30pm to 11:30pm EST.

United Chesed's mandate is to assist members of the Toronto Jewish community facing severe, short-term financial difficulties. Each year, United Chesed distributes over \$50,000 in food coupons and other forms of short-term financial assistance. It also facilitates thousands of donations of furniture, household items, medical equipment and other recyclable goods through its extensive online network. Chesed means kindness or charity in Hebrew

Early-bird tickets: \$35. RSVP online at www.unitedchesed.com or call 905-738-3339.

About United Chesed of Toronto: United Chesed of Toronto is a not-for-profit organization established by Dr. Brian Price in 2003. Its vision is to foster a community that supports and stabilizes those struggling with poverty. It offers urgent, short-term relief to families and individuals in crisis situations. The organization responds with immediacy, care, and discretion to the pleas of Jews from all walks of life and affiliations. For more information, please visit www.unitedchesed.com.

About Roland + Russel: *Roland + Russell* is one of the most vibrant craft beer, wine and specialty spirits importation agencies in Ontario. Established in 2004, *Roland + Russell* has brought to this market a long list of world renowned artisanal brands such as *Thomas Hardy's*, *Mackmyra*, *Amrut*, *Panil*, *Southern Tier*, *Eggenberg*, *Kiuchi*, *Nøgne Ø*, *Domain Dupont* and *Mikkeller*, just to name a few. The agency is also known for its special events featuring selected producers from its rich and wide portfolio. For more information, please visit www.rolandandrussell.com.

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