



1 December 2008

**It's all in a good Coors – as brewer raises £50k in one day!**

Staff at Coors Brewers across the UK, raised a total of £33k for its corporate charity, Mencap on a charity challenge day on Thursday 27 November.

Around 20 teams from Coors Brewers embarked on a day of fun activities taking place across Burton-on-Trent and sites in the UK, ranging from bag packing at local supermarkets, to charity car washes and penalty shoot-outs. Following the event, Coors topped up the total to make it £50k for the UK's leading learning disability charity, Mencap.

Mark Hunter, Coors Brewers Chief Executive, said: "Coors raised more than £60,000 during the first year of our corporate partnership with Mencap and this one-day spectacular delivered fantastic results thanks to the commitment of our employees, customers and the public."

Mark Goldring, Mencap's chief executive, said: "We are delighted by the success of the Coors employees who took part in the charity challenge day. The day went really well and the money raised will help Mencap continue to fight for equal rights for people with a learning disability and campaign for greater opportunities. Both organisations could make a big difference working together in the future."

Coors Brewers selected Mencap as its charity partner at the beginning of 2007 for a two-year partnership. Mencap is the UK's leading charity working with children and adults with a learning disability and their families and carers.

Mencap fights for equal rights and chances for people with a learning disability and Coors Brewers is supporting this.

The charity challenge is just one of a number of events planned to support Coors Brewers nominated charity Mencap.

## **Ends**

### **Notes to Editors**

#### **Mencap**

- Mencap works with people with a learning disability and their families and carers.
- 1.5 million people in the UK have a learning disability.
- Learning disability affects someone's intellectual and social development all their life.
- It is not mental illness. It is not dyslexia.
- It used to be called mental handicap but we don't use this term anymore because most people with a learning disability find it offensive.
- People with a learning disability don't get an equal chance in life. That's why we fight to change laws and services, and directly support thousands of people to live their lives the way they want.
- For information about learning disability issues please call the Learning Disability Helpline (England) on 0808 808 1111 or visit [www.askmencap.info](http://www.askmencap.info)
- For online press information, go to [www.mencap.org.uk/press](http://www.mencap.org.uk/press)

#### **Coors Brewers**

- Coors Brewers is the UK's 2<sup>nd</sup> largest brewer with a 20%+ market share.
- Brands include Carling, the UK's biggest selling lager, Grolsch one of the UK's leading premium lagers and Coors, an American style premium lager.