



*FOR IMMEDIATE RELEASE*

For further information, contact: Katie Keller (434) 989-6493, [info@wildvirginia.org](mailto:info@wildvirginia.org)

**21 August, 2018**

**Wild Virginia Receives Support from Starr Hill Brewery's "Cheers for Charity" Program in September!**

**CHARLOTTESVILLE, VA**— Wild Virginia is excited to partner with Starr Hill Brewery as part of their "Cheers for Charity" fundraiser in September 2018! Throughout the month, one dollar for every pint of beer sold in the Starr Hill Brewery Tap Room will be donated to Wild Virginia in support of their campaigns.

"Cheers for Charity is a great opportunity to bring awareness and support that is essential to these organizations that do so much for our community," said Allie Hochman, Starr Hill Brewery's Tap Room Manager. "At Starr Hill, we're proud to offer a sustained, long-term commitment to local charities that will continue year-round."

"At Wild Virginia we like to hike local and drink local! We are so grateful to organizations like Starr Hill that show love to their local non-profits. The last few years have been a roller coaster when it comes to protecting wildlife, so we hope everyone will join us for some fun events and possibly join our cause," says Katie Keller, Wild Virginia's Publicity and Outreach Coordinator.

Join Wild Virginia on September 7th at 6PM for a special kickoff event at the Starr Hill Brewery Tap Room, where the Charissa Morrison Project will sweep you away with her beautiful melodies and Firecracker Jam will melt your face afterwards. Firecracker Jam might be one of the only Jam Bands you will ever hear without a guitar. However, once the Rock, Funk, Blues, Jazz, Swing, and Bluegrass get thrown into a blender and put on high- you will be immersed into a world where Electric Mandolin, Bass, and Drums produce a huge, high energy sound that is truly state of the art. Charissa Morrison Project is a Roanoke based singer/songwriter who has crafted her own unique sound through life itself. Having moved to Ohio to study music in college and then journeying out West to Los Angeles, California for many years these experiences have shaped her sound and style. As she began to explore her own creative tendencies those were blended with her powerhouse vocals and rhythmic acoustic guitar playing. Performing original compositions as well as her own interpretations of modern songs you can find her at various venues in Roanoke, Va and beyond!

Both groups have been active in fighting both the Atlantic Coast and Mountain Valley pipelines and may even feature their own 'No Pipeline' songs!

[The Festy Experience](#), a local music festival at Infinity Downs Farm, will be offering a special giveaway at the taproom! This fall weekend experience in the Blue Ridge Mountains includes a lineup of Americana & Bluegrass artists, local craft beer & food with environmentally conscious practices and a family-friendly environment. This is a chance for our membership, the public, our sponsors and Starr Hill patrons to come out, mingle and support a great cause.

Here is a full list of the Cheers for Charity events we have planned:

- Outings & Education Introduction Meeting at 6:30PM, September 4: Come join Wild Virginia's Outings and Education Team and help us plan future hikes, book clubs and other educational events.
- Kick-Off Party at 6:00PM, September 7 with [Firecracker Jam](#) & the [Charissa Morrison Project](#): We will have info on volunteering, merch for sale, pipeline information, music, silent auctions and prizes.
- Climate Hike, September 23: Join us to learn about climate change on this informative hike and cap off the day with a brew at the Starr Hill taproom. This is a family friendly event! Email Ernie Reed for additional details ([friendsandforests@gmail.com](mailto:friendsandforests@gmail.com))
- Trivia Night, September 27: Win great prizes while you learn about Virginia's Wild Places. Email Katie Keller for additional details ([kelle3ke@dukes.jmu.edu](mailto:kelle3ke@dukes.jmu.edu))

The Starr Hill Brewery Tap Room is located at 5391 Three Notch'd Road in Crozet, VA. Go to [www.StarrHill.com/Tap-Room](http://www.StarrHill.com/Tap-Room) for hours, events and more information.

###

Born in a Charlottesville music hall in 1999, Starr Hill Brewery is the largest independent craft brewery in Virginia. Among the most award-winning craft breweries on the East Coast, Starr Hill has won 22 Great American Beer Festival, World Beer Cup and Great British Beer Festival medals. In 2017, Starr Hill opened a second Pilot Brewery and Side Stage Tap Room location in Roanoke, VA. Starr Hill beer is distributed throughout the Mid-Atlantic and Southeastern regions. Please visit [www.StarrHill.com](http://www.StarrHill.com) for more information.