

Seneca Park Zoo, 2222 St. Paul St., Rochester

www.senecaparkzoo.org

Contact: Pam Cowan, Public Relations and Marketing Director

(585) 336-7201 or pcowan@senecazoo.org



Custom BrewCrafters brews Lemur Lager for Seneca Park Zoo

Proceeds will be donated to the Zoo's conservation efforts in Madagascar, home of the lemur

Rochester, NY – August 6, 2009 — Monroe County's Seneca Park Zoo will be hosting its sixth annual Party Madagascar this Saturday, August 8. At the event, the Zoo will unveil Lemur Lager, a Vienna Lager-style Amber beer brewed by Custom BrewCrafters.

"This German-style amber lager is slightly hoppier than its German counterparts," says Jason Fox, Brewmaster at Custom BrewCrafters, "but has that same caramel, toasted malt flavor derived from heating the malt to very high temperatures during the process. We used German malts and hops and gave it extra time in tanks to age cold."

The beer will be available at numerous Rochester area locations the following weeks. Initial establishments to offer the Lemur Lager will be Monty's Krown, Monty's Korner and Tap & Mallet in downtown Rochester; McArdles and The Landing in Fairport; and JB Quimbys in Henrietta. Numerous other establishments are looking to add the local specialty brew in the following weeks. All locations will be highlighted on the Custom BrewCrafters Web site (www.custombrewcrafters.com) as well as the Zoo's Web site (www.senecaparkzoo.org)

"We are glad to be able to participate in this initiative," says Mike Alcorn, President of Custom BrewCrafters. "The Party Madagascar should be a great kick-off event for the fundraising, and it is great to be able to involve a number of area beer establishments to be involved with us in this effort."

A portion of each keg of Lemur Lager purchased will go to the Zoo's conservation efforts in Madagascar. Among the conservation projects to benefit are:

- **Lemur Research:** Providing funds for research and training.
- **Bees for Trees:** A project that teaches local villagers to set up their own beehives to collect honey to sell rather than cutting down trees to harvest beehives.
- **Reforestation:** A program around Ranomafana National Park that not only replaces trees but also provides jobs for several local people.

"We are delighted to be partnering with Custom BrewCrafters on this endeavor," says Pam Cowan, the Zoo's Public Relations and Marketing Director. "It's rewarding to receive support from area businesses on a conservation effort we believe in so strongly. We hope the community will try our specialty lager at one of these wonderful establishments."

In addition to Lemur Lager, Party Madagascar will feature games, raffles, one-of-a-kind auction items at the International Marketplace, animal encounters and more. Tickets are \$10 and can be purchased at the door. The 21-and-older event runs from 6 to 11 p.m. on Saturday, August 8.

Seneca Park Zoo is owned and operated by Monroe County. The Seneca Park Zoo Society is a not-for-profit organization which has, since 1957, provided education, fundraising, special events and public relations support to Monroe County's Seneca Park Zoo. The Society offers various levels of membership to the Seneca Park Zoo, which includes discounted and/or free admission to more than 170 zoos and aquariums across the country. For additional information, check us out on the Web at: www.senecaparkzoo.org.