International Beer Day

August 2nd, 2013
Uniting the world through beer.

What is this beautiful thing?

We're celebrating beer the only way we know how: by drinking more of it. **International Beer Day** is a worldwide celebration of the brewers, the barkeeps, and all the boys and girls who've ever touched lip to glass and said 'hell yeah.' From the pubs, the clubs, the breweries and backyards, we're raising our glasses with a simple cheer: '**keep 'em coming**.'

All right, what's it to me?

Last year, **International Beer Day** took place in 50 countries, uniting the world through the universal language of beer. **Millions of people** were talking about it. Dammit – we even trended on Twitter. This year, we're planning to be bigger and we need your help to get there.

It don't cost nothin' to participate.

You can join in just by planning an International Beer Day event in your city. Your fine establishment will then go on a big map of celebrations for beerfolk in your city to discover like little Christopher Columbuses looking for tiny Americas made of beer.

What should I expect?

The selling of copious amounts of beer. A loosening of morals. An increase in morale. Revolutionaries gathering in corners. Chanting. Boys approaching girls. Children born 9 months from this date. The asking of serious questions. Arguments about sports. Challenges issued. Gauntlets thrown down. New friends. New enemies. And one more beer before the night is through.

What else can I do?

Plan to celebrate beer on August 2nd 2013, and on the first Friday in August every year after. From there, here's a few event ideas that involve the drinking of beer:
- All-day happy hours.
- Bringing in rare/exotic/local brews.
- Beer trivia, prizes, and giveaways.
- Homebrew competitions.
- Beer flights and delicious beer/food pairings.

Remember:

Submit your celebration via http://www.internationalbeerday.com/ to list your event, get access to logos, and print some posters.

Thanks.

For the beer.