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## **New Beer Mats remind customers that UK Pubs raise over £100,000,000 a year for charity**

Sussex based Brewer, Dark Star, today launched a new set of Beer Mats in conjunction with PubAid, to remind pub customers that UK Pubs raise over £100,000,000 every year for charity.

Dark Star, who set up their own Foundation back in 2012 to assist charities and improve local communities, are going to choose a charity to feature on the back of their beer mats each year, with this initial release aimed at sharing research conducted by PubAid that highlights the fact that UK pubs raise over £100,000,000 for charity every year.

Commenting, PubAid Chairman, Des O'Flanagan said: "It's fantastic to see that Dark Star are using the beer mats to such great effect and reminding those visiting the Great British Pub just how much work pubs do for charity. Hopefully more brewers and pub companies will take their lead, it would be great if they did, so there's a challenge to them."

Dark Star MD, James Cuthbertson added: "At a time when we're seeing so many pub closures and several corners of the consumer press seem more than happy to search out negative stories about pubs and alcohol, I think it's a timely reminder to all about the important and selfless role many pubs play in the very fabric of our communities."

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