

Office of the Mayor

CITY OF NEW YORK



Proclamation

WHEREAS: JULY IN NEW YORK CITY IS A TIME FOR FIREWORKS, FREE CONCERTS, BARBECUES, AND PUBLIC BEACHES. NOW WE HAVE EVEN MORE SUMMER FUN TO LOOK FORWARD TO AS THE *GOOD BEER SEAL*—A NEW YORK CITY-BASED BUSINESS ASSOCIATION DEDICATED TO PROMOTING CRAFT BEER AND LOCALLY GROWN, SEASONALLY AVAILABLE FOODS—BRINGS US THE FIRST-EVER GOOD BEER MONTH. THIS IS A WONDERFUL OPPORTUNITY TO TOAST LOCAL BEER MAKERS AND MEMBER ESTABLISHMENTS THAT TAKE PRIDE IN SERVING ONLY SELECT SUDS.

WHEREAS: GOOD BEER MONTH AIMS NOT ONLY TO QUENCH OUR THIRST FOR QUALITY BREW; IT ALSO PROVIDES A BOOST TO SMALL, LOCAL, NEIGHBORHOOD BUSINESSES AROUND THE FIVE BOROUGHS. MANY OF THESE BARS, PUBS, RESTAURANTS, AND VENUES SERVE BEERS MADE RIGHT HERE IN NEW YORK CITY, MAKING THE OCCASION A TWO-FISTED "CHEERS!" TO THE BIG APPLE. IN ADDITION, BARS EMBLAZONED WITH THE GOOD BEER SEAL OF APPROVAL PROVIDE EXTRA INCENTIVE FOR TOURISTS AND TRAVELERS CRAVING A WORLD-CLASS BEER, ESPECIALLY DURING THE HOT SUMMER MONTHS.

WHEREAS: THE MONTH'S MAIN EVENT IS THE LOCAL GRILL-OFF AT QUEEN'S WATER TAXI BEACH ON JULY 21ST. THERE, ATTENDEES WILL BE ABLE TO FEAST ON BARBECUED DELIGHTS RAISED SUSTAINABLY AND HUMANELY ON REGIONAL FARMS AND WASH THEM DOWN WITH LOCALLY CRAFTED BEER. BEST OF ALL, PROCEEDS FROM THE LOCAL GRILL-OFF—AS WELL AS OTHER EVENTS TAKING PLACE DURING GOOD BEER MONTH, LIKE THE GOOD BEER AT BAM TASTING EVENT, PRESENTED IN COLLABORATION WITH EDIBLE MAGAZINES—BENEFIT ORGANIZATIONS THAT PROMOTE THE LOCAL FOOD MOVEMENT, SUCH AS SLOW FOOD NYC, JUST FOOD, AND GREENMARKET.

WHEREAS: NEW YORK CITY IS GLAD TO SUPPORT LOCAL FARMERS AND FOOD PRODUCERS THROUGH PROGRAMS LIKE GREENMARKET AND EVENTS LIKE GOOD BEER MONTH. I RAISE A GLASS TO ALL THOSE WHO HELPED MAKE THIS MONTH OF EVENTS POSSIBLE, AND ENCOURAGE NEW YORKERS (WHO ARE OVER 21) TO JOIN IN THE FESTIVITIES.

NOW THEREFORE, I, MICHAEL R. BLOOMBERG, MAYOR OF THE CITY OF NEW YORK, DO HEREBY PROCLAIM JULY 2009 IN THE CITY OF NEW YORK AS:

"NEW YORK CITY GOOD BEER MONTH"



IN WITNESS WHEREOF, I HAVE HEREUNTO
SET MY HAND AND SEAL OF THE CITY OF
THE CITY OF NEW YORK TO BE AFFIXED.

Michael R. Bloomberg
MICHAEL R. BLOOMBERG
MAYOR