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ChildSavers

For Immediate Release

Local Brewery, The Veil, Raises \$11,000 for Children's Mental Health



Pictured left to right: Lindsey Leach, Dave Michelow, Janet Burke, L. Robert Bolling, and Heather Kirby.

RICHMOND, VA, October 23, 2017: On August 12, 2017, The Veil Brewing Co. held its second Forever Summer Fest in Scotts Addition. The event gathered some of the most popular and sought after beers from breweries all over the world. Brewers traveled from as far as Washington State and Sweden to participate. Six hundred people attended over the course of a day to taste what many call liquid gold. Such names as Bissell Brothers, Cloudwater, Hill Farmstead, Stigbergets Bryggeri, Tired Hands, and Oxbow attracted beer connoisseurs, and all in support of a good cause.

Forever Summer Fest benefits local nonprofit, ChildSavers. The money raised advances ChildSavers' mission of providing trauma-informed therapy to children and professional development and coaching for child care providers. One of The Veil's owners, Dave Michelow and their Event Coordinator, Heather Kirby presented ChildSavers with a check for \$11,000. The amount was nearly double what the event raised last year. To date, The Veil has raised \$17,000 total for our community's children.

The Veil staff believes deeply in the ChildSavers' work. According to Dave, "ChildSavers' work is so important to Richmond. When we were thinking about what we wanted Forever Summer Fest to be about, we wanted an opportunity to give back in a big way to an organization making children's lives better. ChildSavers was the unanimous choice."

ChildSavers' CEO, L. Robert Bolling loves the event and believes it raises awareness about children's mental health, trauma, and the power of resiliency. "The Veil is an excellent community partner and has helped bring attention to childhood trauma in our community. Every step of the way they helped tell our story, not just to the guests of Forever Summer Fest, but also to the brewers. We are so grateful for their support and dedication to ensuring all children can be safe, happy, healthy, and ready to learn."

Known for its hop-forward beers, wild ales, and spontaneous fermentation, the Veil has already made a mark in the beer world and community. Thrillist rated them as one of the best new breweries two years in a row and each month they hold charity events where a percentage of the proceeds go towards a local nonprofit. You can learn more about The Veil at theveilbrewing.com and ChildSavers at childsavers.org.

ABOUT CHILDSAVERS

ChildSavers is a Central Virginia non-profit organization whose mission is to guide our community's children through life's critical moments with trauma-informed mental health and child development services. The core of their mission is a fundamental commitment to the mental well-being of children and the positive bond between adult and child. They support this with clinical treatment, education, and training services that offer reassurance, healing, and the skills necessary to achieve normal life and development.

ChildSavers was founded in 1924 by Martha Patteson Branch in memory of one of Richmond's first pediatricians, Dr. McGuire Newton, to serve Virginia's children during a worldwide flu epidemic. Early in their history, ChildSavers' mission turned to addressing the mental health and developmental needs of children throughout the region, especially those who have experienced trauma.

ChildSavers is a community-supported nonprofit governed by a volunteer Board of Directors. They are licensed by the Virginia Department of Behavioral Health & Developmental Services and accredited by the Council on Accreditation for Child and Family Services.

Their offices are located at 200 North 22nd Street in the Church Hill community of Richmond. To learn more about their programs and services visit childsavers.org or call (804) 644.9590.