



FOR IMMEDIATE RELEASE

Brewerkz sponsors Global Twitter Festival in Singapore

Singapore, March 19th, 2010 – Brewerkz is proud to sponsor Twestival 2010, the global twitter festival that harnesses the power of social media to raise funds for a worthy cause.

On March 25th, the twitter community in Singapore and supporters will come together at Brewerkz Riverside Point's Annex Room to meet, tweet and network with each other, as well as hang out with local celebrities and musicians like Jack & Rai. Like their counterparts in more than 175 cities around the world, Twestival @ BrewerkzSG will raise money towards educating 72 million children.

"Being part of the local twitter community, we are delighted to sponsor the venue and donate 10 percent of the event's proceeds to such a worthy cause," said Sarah Kirchmann, Marketing & Communications Manager, MENU Pte. Ltd. Food & Drinks Group.

With the tag-line: "Tweet.Meet.Give", Twestival was born out of the idea that if cities were able to collaborate on an international scale, but work from a local level, it could have a spectacular impact. Last year's Twestival raised over US\$250,000 to provide clean, drinkable water for some 17,000 people. It was the result of over 1,000 volunteers, crowdsourced through Twitter, and over 10,000 people who participated globally.

Concern Worldwide has been selected by Twestival to be the recipient this year due to their comprehensive and well-respected approach to education. Funds collected from the event will support the non-governmental, international humanitarian organization that helps kids in the poorest countries go to school by building infrastructure, training teachers, furnishing classrooms and providing meals and clean water.

"By using social media platforms such as Twitter, Twestival is able to connect hundreds of independent local events into a powerful global initiative.... We know this works—and we're excited to make it work for every child in the world that deserves an education," said Amanda Rose, founder of Twestival.

From 6pm to 10pm, Brewerkz beers will be sold at Happy Hour prices (starting from \$8 for a half liter), exclusively for Twestival goers.

More information can be found at <http://singapore.twestival.com/>. Alternatively, the public can contact www.twitter.com/TwestivalSG or email twestival_sg@yahoo.com for details.

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About Brewerkz

The brain child of US-born Devin Otto Kimble and Chilean Daniel Flores, Brewerkz Restaurant & Microbrewery is an iconic American microbrewery restaurant in Singapore that was modeled after similar concepts in the United States and Canada. Since it first opened in 1997, Brewerkz has received numerous awards and accolades for its dedication to high quality food and beverage, as well as impeccable food safety. Brewerkz is now opened in three locations around Singapore and is operated and managed by MENU Pte Ltd. For more information, please visit www.brewerkz.com.

About MENU

Originally called Brewerkz Singapore Pte Ltd, the group was founded by US-born Devin Otto Kimble and Chilean Daniel E. Flores who opened Brewerkz Restaurant & Microbrewery in 1997. The new name "MENU" is intended to reflect that the company has grown from being a single concept to an operation that currently includes Brewerkz Restaurants & Microbreweries, Café Iguana and Garage. For further information, please visit www.menu.com.sg.

Twestival 2010 will be held at

[Brewerkz Riverside Point](#)

30 Merchant Road, #01-05/06 Riverside Point, Singapore 058282

Tel : 6438 7438

Brewerkz on Twitter & Facebook

[@BrewerkzSG](http://www.twitter.com/BrewerkzSG)

www.facebook.com/Brewerkz

For press enquiries, please contact

Lisa Tan

Marketing Executive

MENU Pte. Ltd.

Tel: 6305 4922 / 8228 8300

Email: lisa@menu.com.sg

Supriya Addanki

Twestival PR

Mobile: 9270 3602

Email: Twestival_sg@yahoo.com