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NEWS RELEASE – FOR IMMEDIATE RELEASE

Celebrities and politicians endorse “Save the pub” campaign

Celebrities from across the country and politicians from all political parties have come out in force to support the Axe the Beer Tax “save the pub” Campaign.

Following the successful launch of the campaign last week a number of celebrities threw their weight behind the campaign to save the British pub.

Neil Morrissey, actor and pub owner said

“It’s time to support the great British beer industry. Sales are falling, pubs are closing and taxes are up. It’s an industry in crisis. This certainly isn’t the time for raising beer taxes, so I’m right behind the Axe The Beer Tax campaign. Pubs are a great tradition as well as well as being cool places to go - there are loads of young people in my local, mixing with older people. We’ve really got to look after the pub as a place for sensible social drinking.”

Kym Marsh, Coronation Street Actress said

“Pubs are a great British tradition and we must do everything we can to save them. I love going to my local pub and meeting friends for a relaxing pint, so I’m 100% behind this campaign”

Jennifer Ellison, Actress said

“I’m backing the save the pub campaign. I think it’s really important that everyone gets out and support this campaign as the pub, and your local, is where the heart of the community is.”

Ricky Hatton, Boxing Champion said

“I’m delighted to be backing this campaign. Local pubs are the heart of communities like mine. They deserve our support.”

MPs from all parties also came out in support of the campaign:

Nigel Evans, Conservative Party MP and Vice Chair of the All Party Beer Group said

“The “Save the Pub Campaign” is saying all the right things – it is time that the Government listened and that the Chancellor abandoned his plans to go ahead with the proposed alcohol duty escalator.”

Don Foster, Liberal Democrat Party MP and front bench spokesman for Culture, Media and Sport said

“It’s good to see the pub trade fighting back. Today sees the launch of a new campaign called Axe The Beer Tax - Save the Pub. Given the strength of feeling among pub goers and the trade, this campaign needs support, to make it clear to the Government that pubs need a break from endless tax increases and new red tape.”

Ruth Smeeth, Labour Party Candidate for Burton said

“Pubs are the heart of most communities. It’s the one place you can go and drink in a secure environment, where responsible drinking is promoted and families and adults can enjoy events and celebrate occasions together and relax. It is vital that the Government and others work together to ensure this institution thrives and that people are encouraged to drink in a socially responsible way.”

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NOTES TO EDITORS

British Beer & Pub Association

The BBPA is the leading organisation representing the UK beer and pub sector. Our members account for 98% of beer brewed in the UK and own more than half of Britain’s 58,000 pubs.

Campaign for Real Ale

CAMRA is a consumer organisation that campaigns for real ale, real pubs and consumer rights. CAMRA has over 95,000 members and has been described as the most successful consumer group in Europe.