



MEDIA RELEASE
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Free beer to help hard-hit local sporting clubs reconnect



Asahi Beverages is giving away up to 5000 slabs of free beer to eligible community sports clubs around the country. The free beer will be supplied via Asahi's Club Connect program and aims to kickstart fundraising for clubs and reconnect communities in 2021.

COVID-19 restrictions have pushed many local sporting clubs and communities to the brink. To mark the return of local sport in 2021, Asahi will give five slabs of free beer to all eligible clubs that register and place orders through Club Connect as part of its Grassroots Giveaway.

Club Connect is an easy one-stop shop for community sporting clubs to purchase all their beverages wholesale, from beer brands such as Great Northern and Victoria Bitter to soft drink and sports drink brands such as Schweppes, Pepsi and Gatorade, and much more. It's accessible in a single location, at a great price and is delivered for free at a time that is convenient for the club. Most importantly, clubs can earn cashback on every purchase which acts as a key fundraising tool.

Founder of Club Connect, Tim Clarke said Club Connect and the five free slabs will give local sports clubs a helping hand as they recover from the effects of the pandemic.

"Clubs can sell the drinks they receive for free over the bar to raise funds at a time when they need it more than ever. We hope the giveaway encourages more local sporting clubs to sign-up to Club Connect.

"We developed Club Connect in conjunction with grassroots clubs to fundamentally change how they order all their drinks from beer and cider to soft drinks, sports drinks and water.

"The AFL, NRL and other major codes have backed Club Connect and the giveaway will not only help with fundraising for community sporting clubs but also play a part in reconnecting communities across the country.

Club Connect ambassador and AFL Player, Patrick Cripps, said he couldn't think of a better way to support local sporting clubs. "This Grassroots Giveaway is just what clubs need right now. Local clubs are central to thousands of local communities across the country and the money generated from this giveaway is sure to make a difference."

Club Connect is currently accessible to clubs within 150km of Melbourne, Sydney, Brisbane and Perth and is expected to expand into regional Australia and other states and territories later this year.

Visit www.clubconnect.net.au for more information on the program and to register.

Hi-res imagery can be accessed [here](#).

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