

## **Tryanuary returns in 2018, supported by a team of 100 volunteers throughout the UK.**

Now entering its fourth year, Tryanuary is a nationwide campaign to encourage support for the beer industry throughout January.

The brainchild of Mancunian beer blogger, Andy Heggs and brewery owners, Stuart Swann and Shane Swindells, Tryanuary was created to encourage beer fans to support independent breweries, pubs, bars and other retailers during what can be a challenging month for the industry. Since its inception in 2015, the campaign has garnered huge support.

Spearheading this year's campaign is Tom Stapley, who is best known for Craft Beer Hour; a weekly gathering on Twitter that embraces all aspects of the industry and showcases many independent brewers.

Tom's vision to enable the continued growth of the campaign involves coordinating a nationwide team, each championing the beer on offer in their local area.

"A campaign like this needs local people to galvanise local businesses," said Tom, "it needs people all over the country to celebrate the beer on their doorstep and share that with the nation through the different mediums of Tryanuary."

Following an overwhelmingly successful recruitment drive for volunteers, for the first time, in 2018, the campaign will be advocated by a team of one hundred beer lovers and enthusiasts who will have exclusive access to the Tryanuary social media profiles.

Also new for 2018 is the introduction of [Beer Days](#). Every day the spotlight is put on a different region celebrating the best of the beer landscape across the UK and Ireland. The campaign's volunteers each take a turn to promote their area, bringing a valuable source of local knowledge to the campaign's front line.

Although the campaign will be driven using the wide reaches of social media, the ultimate aim is to inspire people to show support for their local enterprises.

For more information, including details of how to get involved, visit [www.tryanuary.com](http://www.tryanuary.com) or contact Tom on [hello@tryanuary.com](mailto:hello@tryanuary.com) or call 07921 470 803.