



Press Release: Patrick's Pub Mania Nets \$110,770 for WLNH Children's Auction

On December 8th and 9th, Patrick's Pub & Eatery of Gilford hosted **Pub Mania**, a 24-hour Barstool Challenge, to benefit the WLNH Children's Auction. On the final day of the auction, Patrick's co-owner Allan Beetle, flanked by Team Captains, participants and volunteers, presented a check to the Children's Auction for \$110,770, the single largest donation ever received by the auction. Pub Mania raised \$108,550 in its first two years bring the total money raised by Pub Mania to a staggering \$219,320.

"The Children's Auction is a truly amazing event that brings people to action on behalf of others" said organizer and Patrick's co-owner Allan Beetle "Pub Mania brings out that same spirit".

Inspired by Laconia Athletic & Swim Club's "Cycle Mania", Patrick's reserved 29 bar stools to teams that agreed to raise a minimum of \$2,400. Each Team Captain was responsible for filling their bar stool for 24 hours, with a different team member each hour. To reach the goal of \$2,400 each team member, or "culinary athlete", needed to raise a minimum of \$100. The most money raised by a single team was \$10,108 raised by the team from Dream Team Supreme (Supreme Marine of Gilford) captained by owner Matt Resca. "Our family, friends and co-workers at Supreme Marine really had some fun raising this money for our team over the past year and we are extremely proud of the results and the opportunity to help others in our community" stated Resca.

"We are encouraging participants, or 'Culinary Athletes', to create fun and unique ways of fundraising through the year" explains Beetle. "Participants held raffles, sold flowers to neighbors, created unique items like crocheted angels and sold to family and friends, held special events (like pie throwing) and much more. Many participants simply share what it is they are up to and ask for a small donation. The numbers really add up!"

Patrick's provides the venue, event management, food, non-alcoholic beverages and a variety of entertainment throughout the 24 hours to each of the 696 participants, including live music, games and contests. The event began with an Opening Ceremony at 9am Thursday, December 8th with Laconia Mayor Mike Seymour proclaiming "Pub Mania Day" and finished on Friday morning at 9am with an emotional Closing Ceremony, including a visit by Children's Auction founder Warren Bailey. "What a truly special event that Patrick's has put together. All of us at the Children's Auction are completely inspired by their contribution" said Warren.

90% of the Funds raised came from the 29 teams, with additional monies coming from sponsorships and T-shirt sales. Pub Mania T-Shirts were created and donated by Body Covers Screen Printing of Laconia. In addition, Patrick's donated 20% of their gross sales for the day.

“Every team captain worked hard to fill their team and exceed the minimum donation amount of \$2,400” said Pub Mania referee Jennifer Beetle. “We were truly amazed at how much fun everyone had”. Pub Mania featured 14 hours of live entertainment from 11AM to 1AM, featuring a variety of local talent, including Don Severance, Michael Bourgeois, Justin James, Paul Costley & Josh Logan, George Lodge, the Eric Grant Band, Paul Warnick with Rick Page and Paul Luff and the Red Hat Band. During the early morning hours, a variety of activities were organized for each hour including Karaoke, Comedy, Talent Contest, Barstool Yoga, Arts and Crafts and more.

Pub Mania organizers have scheduled their Awards Banquet for January 9th at Patrick’s, where teams will be recognized for their achievements and plans made for next year. “We’ve set the bar awfully high” said Jennifer Beetle. “We have our work cut out for us in 2012.”

For more information, visit www.patrickspub.com/pubmania.php or email Allan Beetle at info@patrickspub.com