

## **New Belgium Brewing's Jay Richardson Addresses EarthShare NC Event, April 27**

RALEIGH, N.C. – [EarthShare North Carolina](#), a nonprofit coalition dedicated to preserving and enhancing the natural environment by connecting people and resources to the conservation movement, will hold the fifth annual Corporate Earth Day Breakfast on April 27 with a keynote address by Jay Richardson, General Manager of New Belgium Brewing in Asheville. Elizabeth Gardner, WRAL- TV Meteorologist, will serve as the Master of Ceremonies.

The Breakfast is the finale of EarthShare NC's annual Corporate Earth Day Events program taking place during the month of April. The program brings together business and conservation leaders to celebrate the impact of corporate engagement on the environmental health of our communities. Richardson, who leads New Belgium's East Coast operations in Asheville, NC will speak to how natural resource health impacted the decision to locate its second brewery, distribution center, and tasting room in NC, and why partnering with nonprofit organizations and community involvement are part of the company's vision. Richardson joined New Belgium in Fort Collins, Colorado in 2003 and served as IT Director and Production Director before relocating to Asheville in 2014.

The Earth Day Breakfast follows EarthShare NC's fourth annual Corporate Earth Day Challenge, held on April 20<sup>th</sup> in the Triangle and April 12<sup>th</sup> in Charlotte. During these events, employee teams from 29 companies were matched with conservation nonprofits to complete service projects. The positive impact made by the projects furthers EarthShare NC's mission of protecting water, air, land and wildlife in North Carolina.

To learn more about the EarthShare NC Corporate Earth Day Events or to purchase tickets to the Corporate Earth Day breakfast, visit [www.earthsharenc.org](http://www.earthsharenc.org).

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### **About EarthShare NC**

EarthShare North Carolina was founded in 1991 to strengthen conservation work that protects our water, air, land and wildlife in North Carolina. In support of more than 70 non-profits, EarthShare NC has partnered with employers to connect more people and resources with conservation work, through workplace giving and employee engagement programs. During the last 27 years, thousands of employees have learned about and taken part in programs and donated nearly \$10 million to preserve our natural heritage. For more information, visit <http://earthsharenc.org>.

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