



NEW HAVEN / **URBAN
RESOURCES
INITIATIVE, INC.**

Athletic Brewing Donates To Urban Resources Initiative (URI) Through Its Two for the Trails Program

URI Pledges To Support Trail Creation Through Grantee Allocation

New Haven, CT. (March 30, 2022) -- New Haven Urban Resources Initiative (URI) is excited to share progress in the development of a new walking trail made possible with seed funding from Athletic Brewing Two for the Trails awarded in 2021. The leading non-alcoholic craft brewer's donation program is the largest of its kind in the outdoors space, and Urban Resources Initiative (URI) received \$10,000 as part of the 2021 program to go towards creating a walking trail in Kimberly Field, the largest park in the Hill neighborhood of New Haven. Community members plan to gather in the park (parking at 150 Kimberly Ave) for a planning meeting at 5:30 pm on Wednesday, March 30. This event is rain or shine and open to the public.

Two for the Trails allocates 2% of Athletic Brewing's sales dollars to support active and healthy lifestyles in the outdoors, and URI has pledged to utilize the grant to work in Kimberly Field with the City of New Haven, the adjacent public school— Betsy Ross Arts Magnet School, EMERGE CT, and community members to improve the park for Hill neighbors to have a walking trail and beautiful public greenspace to enjoy.

Two for the Trails helps to cover funding gaps on projects that will provide a transformative impact on local and national communities. In 2021, a total of 150+ applications were received, from small and niche community groups like URI, up to large-scale, nationally-focused organizations. Of these applications, 62 were chosen as grantees, with URI receiving \$10,000 of an impressive \$1,000,000+ overall donation pool.

URI Director Colleen Murphy-Dunning says, "We are honored to receive this first grant from Athletic Brewing to work with local residents and our partners to improve Kimberly Field. Since receiving the funding in 2021, URI has spent several months knocking on over 100 doors to survey residents and hosting several community meetings to gather community input and engage community leaders in the project. The initial response has been strong. Residents have identified several priorities for park improvements including building a walking trail that connects the neighborhood and school. We are grateful for this crucial seed funding from Athletic Brewing."

For more information on Athletic Brewing, please visit <https://athleticbrewing.com/>

For more information on Two for the Trails, please visit <https://athleticbrewing.com/pages/two-for-the-trails>

For more information on Urban Resources Initiative, please visit uri.yale.edu

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Press Contacts:

Athletic Brewing: Jess Fiaschetti | jess@outsidepr.com | 415.565.9530

Urban Resources Initiative: Anna Ruth Pickett | anna.pickett@yale.edu | 203-432-6189 or 646-660-1394

About Urban Resources Initiative

Urban Resources Initiative is a university-nonprofit partnership that strives to connect, empower and engage all people in the restoration, stewardship, and enjoyment of nature. URI supports volunteers to plan, implement and sustain improvements to the physical landscape. URI Community Greenspace volunteers come together to forge a shared vision and to carry out these physical improvements, which also results in stronger, cohesive neighborhoods and empowered leaders. URI also seeks to improve local ecosystems and to remove barriers to employment by providing paid green job skills training. URI is committed to listening and learning from its partners and community members, who are the experts on their neighborhoods, needs, and lived experiences. URI strives to connect New Haven residents to nature and to each other by building and sustaining partnerships both with and between communities, nonprofit partners, city agencies, and educational institutions. URI works to create green spaces, public programs, and work environments where all New Haveners can feel welcome, respected, and fully included.

About Athletic Brewing

Named as *Fast Company Magazine's* "Brands That Matter" in 2021, Athletic Brewing Company is reimagining beer for the modern, active adult. Their great-tasting craft brews provide a refreshing taste of craft beer, without the alcohol or the hangover. With custom breweries on the east and west coasts, their lineup has earned accolades throughout the industry, even against full-strength beers, including the 2021 US Open Beer Awards Gold medal for Run Wild. Additionally, Athletic Brewing's "Two for the Trails" initiative donates 2% of all sales to trail and park cleanups and maintenance. Plus, as a part of their IMPACT Program, 1% of revenue goes to non-profit organizations that support positive impact and opportunity from the ground up in their communities. Athletic Brewing's full portfolio of flagships, seasonal, and specialty beers is available for purchase on its website, www.athleticbrewing.com, as well as the company's subscription offering – The Athletic Club.