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Media Advisory: Frederick Lauer statue restoration recognition event

For immediate release: Restoration work on the historic Frederick Lauer statue in Reading City Park will be celebrated Tuesday, May 3, with a brief celebration starting at 2:30 p.m. at the statue, located on the Perkiomen Avenue side of the park.

The Brewers Association, the Boulder, Colo.-based not-for-profit trade association dedicated to the nation's small and independent American brewers, has donated \$25,000 to the restoration of the statue, the first monument established in City Park more than 130 years ago.

The Brewers of Pennsylvania, the state's official brewers' guild, led the charge to collect donations to repair the statue of Lauer, the German-born brewer and first president of the U.S. Brewers Association. The funds provided by the Brewers Association will support the restoration efforts to replace four bronze plaques removed by vandals from the sides of the statue in April 2015.

Brewers Association President and CEO Bob Pease will be on hand to make some remarks. Reading-based tavern owners and craft brewers as well as city, county, and state officials will be on hand to express their gratitude for the brewers' efforts. Special guests for the event will be attendees of the Craft Brewers Conference and BrewExpo America in Philadelphia which is occurring the first week of May. Those visiting Reading are part of a bus tour which has stops at the Yuengling Brewery in Pottsville and Saucony Creek Brewing Company in Kutztown. Among those will be board members of the Brewers Association.

Born in Germany in 1810, Lauer immigrated to the United States at age 12. He learned the brewing process at an early age from his father. By age 16, he was foreman for his family's brewery, and at 25, he became the brewery's proprietor. For decades to follow, through innovation, hard work and business savvy, Lauer established himself as a brewing pioneer not only locally, but throughout the country. Lauer is considered by many to be one of the early driving forces in establishing what would eventually become modern day brewing.

More details about the event will be forthcoming.