

Max Media of Denver Community Affairs Changed People Changing Lives

Stations: KJHM/KFCO

Date: 1/18/2015

Community Leader: Bryan Simpson, Director of Public Relations

Organization: New Belgium Brewing

Contact Information: 970-493-2698

Topics Discussed:

**Sustaining the local art community
Renewable Energy**

Community problems, needs and interests stated by community leader:

New Belgium will be starting an art foundation to provide funding for urban artists who wish to beautify the city through their artistic talents.

**New Belgium initiative to convert 50% of their energy usage to wind and solar power by 2016.
The brewery is taking part in a challenge put forth by the City of Fort Collins to reduce their industrial impact on the earth.**

Interviewer:

Alex Kella

Signature:

[Handwritten Signature]
