



9F 92240

# ALE, AWAKE 'THE GIANT' AGAIN!

October 2022

We have had a busy summer period attending many open days.

The new donation leaflet is proving to be very popular indeed. An initial print run of 1000 were ordered and we expected these to last until Christmas, but all went within 2 months! Another 1000 have now been purchased through a kind donation. We have had good conversion rate and can expect approximately 60 new donors per year through this route, with the leaflet targeting a new group of people who are not aware of the fundraising.

## **Ale awakening from the summer**

Harveys Brewery is no stranger to the Bluebell Railway and they have very kindly supported the railway over many years. Miles Jenner, head brewer of Harveys Brewery, was contacted to see if the brewery were able to support 92240 in some way. This was to be in the form of 'Awake the Giant Ale' using Harveys branded "Old Ale" on pump. Old Ale is a dark, warming brew, with burnt sugars and roasted malts complimenting the premium Maris Otter barley.

Two Ferkins were donated free of charge.

With the help of Ruth and Asa, the King George V buffet was taken over at the beer festival, being a base to sell the ale with all proceeds going to help restore 92240. Merchandise and donations were also sold and collected from the buffet.

The weekend was a huge success!!! A special thank you to Martin Lawrence, the Bluebell Locomotive department and members of the Awake the Giant team for helping to staff the buffet over the 3 days. Very special thanks must go to Miles Jenner and the team for kind donation of "Old Ale" and we look forward to working with Harveys in the future.

## **Branded Merchandise**

Three new items are now on sale:

1. A bright orange t-shirt, aimed at the younger generation.
2. A bottle opener.
3. A hoodie.

Other items to follow soon along with a 2024 calendar!

## **The move south**

There has been a slight delay in the move to Sheffield Park, although the engine has been fully oiled round and will be again before any move takes place. Please keep an eye out on social media.

### **Photo competition**

There is still plenty of time to enter this (closing date 4<sup>th</sup> November).

If you wish to enter the competition or have any questions, then please speak to Tom Newble at [awakethegiant@outlook.com](mailto:awakethegiant@outlook.com)

Come and visit us at our stall at the upcoming Giant's of Steam event.

If you can help out in any small way with either fundraising or the restoration, please do not hesitate in getting in contact.

Please visit <https://www.bluebell-railway.com/brps/awake-the-giant/> or contact myself Andy Taylor at [andy.taylor@bluebell-railway.com](mailto:andy.taylor@bluebell-railway.com) for further information.

Thank you for all your support.

**Let's Awake this Giant Again!**