

A Roguish Tale: The Nature Trust and PEI Brewing Protecting Iconic Wilderness

(Halifax, N.S) August 22, 2016 – The Nova Scotia Nature Trust announced today the launch of a new partnership that will see sales of Rogues Roost IPA helping to protect and preserve its iconic namesake. Until December 2016, a portion of Rogues Roost IPA sales will be donated to conservation efforts at Rogues Roost, a treasured and internationally renowned sailing, paddling and hiking paradise just south of Halifax.

Rogues Roost (the place) is a highly scenic coastal wilderness featuring dramatic coastal barrens and rocky headlands, 22 islands, white sandy beaches and crystal clear water. At the heart of this vast wilderness lay a 12 hectare ‘inholding’ of privately owned land. Its development had long posed significant risk to the surrounding wilderness. Thanks to the Nature Trust’s



Photo by Len Wagg

conservation efforts, this critical private land is now secured as conservation land, and the entire 1200 hectare coastal gem was legally designated as a provincial Wilderness Area in 2015. The Nature Trust is still raising funds towards stewardship and long-term care of the protected area.

Rogues Roost (the beer) was named for this infamous cove with a colorful history of pirates, rumrunners and other roguish characters. The beer has a long tradition in Halifax, brewed for many years at the former pub of the same name. The PEI Brewing Company acquired the brewery in 2015, and while the pub itself closed, they began selling the much-loved Rogues Roost IPA for first time at liquor stores. This was happening around the same time the Nature Trust launched its campaign to save Rogues Roost.

PEI Brewing Company President Jeff Squires saw a Rogues Roost partnership as a perfect opportunity for both the Nature Trust and Rogues Roost IPA to support the protection of the beer’s namesake.

"Community involvement and working with local organizations is an important part of our philosophy at the PEI Brewing Company. Bringing awareness to this legendary geographic area in Nova Scotia is a great fit and an incredible opportunity to work with the Nova Scotia Nature Trust on a conservation project," said Squires.

Twenty-five cents from every can and five dollars from every keg of Rogues Roost IPA sold will be donated to the Nature Trust until the end of the year. All funds raised will help in protecting and preserving the iconic Rogues Roost.

“It’s inspiring to see the PEI Brewing Company stepping up to help protect one of our most special places,” said Nature Trust Executive Director Bonnie Sutherland. “Land conservation is often not on the radar of businesses or individuals when it comes to charitable giving. Yet our conservation success depends almost entirely on such donations.”

Charitable donations for the Rogues Roost campaign can be made at

www.nsnt.ca/roguesroost.

Rogues Roost IPA is available at Nova Scotia Liquor Corporation stores across the province.

For all who have not yet experienced Rogues Roost (the place!), the Nature Trust is hosting both a boat tour and a guided sea kayaking tour, in

partnership with East Coast Outfitters and Murphys the

Cable Wharf on September 17th. For more information please visit: www.nsnt.ca.



Photo by Len Wagg

To celebrate this new partnership the Nature Trust is launching a “Rogue-ish Tales” contest. To enter, share your photos, memories and stories of Rogues Roost using #RoguesRoost. Contest closes September 9th. The winner will receive a trip for two on an exclusive boat tour to Rogues Roost.