

How Drinking Establishments Contribute to Communities



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Drinking establishments offer a place for friends to meet for drinks or coworkers to unwind after a hectic day. They also contribute positively to their communities in many different ways. Some offer a stage for local talents to showcase their music, while others sponsor fundraisers. Bars, pubs, and breweries are an essential part of a thriving community.

Friendships

As the [study](#) “Friends on Tap: The Role of Pubs at the Heart of the Community” states, “The more friends you have, the happier and healthier you are.” Completed by Oxford's Department of Experimental Psychology and commissioned by the Campaign for Real Ale (CAMRA), the study revealed that being a regular at a local pub is good for your health and happiness. People who frequented small community pubs had more close friends, experienced more satisfaction in their lives, and felt more embedded in their local communities than those who did not have a local pub.

According to the study, a third of the population prefers to meet with friends in a pub, which is regarded as a safe place to meet old and new friends face to face. Pubs provide an opportunity to meet a greater diversity of people from all walks of life. The face-to-face interaction is crucial for friendships to be created and maintained, especially in a time where we are disassociated with each other due to an obsession with staying on our phones and computers.

A quarter of the population has a local establishment that they frequently visit, and it is often located near their home or work. The study specifically compared the social value of small community pubs to large city-centered pubs, and found that the positive impact of pubs was unique to smaller pubs. In the large city-centered pubs, people are less likely to engage in conversations and more likely to leave a conversation than those in small community pubs.

By creating a place where people can build and maintain friendships, thus increasing someone's social network size, pubs help create a sense of community. The study notes that this has dramatic effects on health, wellbeing, happiness, and even survival. Oxford believes so strongly in this connection between pubs and happiness that they recommend politicians, city planners, and pub owners work closely with their community to develop a local community atmosphere and to ensure that communities have local pubs readily available to them.

Sponsorships

Sponsored by Stone Brewery, Church Street Brewing Company, and three other craft breweries, the [Shamrock 5K Beer Run](#) features five beer stops, one at each 1K mark. Participants are served three ounces of craft beer from the five sponsors for a total of 31 ounces of beer by the end of the run. It's a combination event that celebrates St. Patrick's Day and all that is Irish, while also raising money for organizations. In 2016, the proceeds were split between five organizations.

Put on some green, grab a friend, and race for a good cause if there is an event in your area. Many drinking establishments sponsor similar events. You can also bring your [dog](#) to participate in a run with you, but he cannot have any beer, so be sure to bring a lot of water and tools to clean up any mess he leaves behind.

Whether it's raising money for an organization or helping build friendships, drinking establishments provide positive contributions to their communities. As [MUNCHIES](#) points out, "...dive bars and local pubs may be providing a far more important service than just getting people trashed – they could be a crucial part of our social fabric." So drink to good health, good friends, and good causes.