



Raise a glass for turtle conservation!

DRINK BEER. SAVE TURTLES.®

A Peer-to-Peer Fundraising Program of Turtle Survival Alliance

2026 Info Packet



What happens when you combine two things people love?

A fun slogan and a fantastic way to bring people together for conservation awareness.

What Is Drink Beer. Save Turtles.®?

Drink Beer. Save Turtles.® (DBST) is a volunteer-driven fundraising initiative that brings together people who love turtles to host pint nights, special beer releases, taproom events, and community gatherings to support [Turtle Survival Alliance](#)'s global turtle conservation efforts.

The program began in 2014, when Turtle Survival Alliance partnered with Martin House Brewing in Fort Worth, Texas, to host an event where people could learn about turtles and tortoises while enjoying a specially brewed, turtle-themed beer. That first pint night sparked an international conservation initiative.

Today, DBST events take place at breweries, taprooms, zoos, aquariums, AAZK chapters, herpetology clubs, universities, and community groups across the world. While each event reflects the creativity of its host, from special-release beers to raffles, music, and merch, every DBST event keeps two essential ingredients at its core: beer and turtles.

At their simplest, DBST events provide educational outreach with live turtles and tortoises presented by knowledgeable handlers, paired with beer and merchandise sales that directly support Turtle Survival Alliance's vision of seeing a planet where turtles thrive in the wild.

The Conservation Mission You're Supporting

About Turtle Survival Alliance

We are devoted, curious, passionate people leading the charge to end turtle extinctions worldwide.

Formed in 2001 and established as a nonprofit in 2004, Turtle Survival Alliance (TSA) is a global conservation organization working to create a planet where turtles can thrive in the wild. With nearly 60% of the world's turtle and tortoise species threatened with extinction, our work has never been more urgent.

TSA's approach is rooted in science-based conservation, local leadership, and community-driven solutions. We collaborate with partners around the world to protect critical habitats, support wild populations, combat wildlife trafficking, and preserve species that cannot yet survive without human intervention.

Our Mission

To protect and restore wild populations of turtles through science-based conservation, global leadership, and local stewardship.

Our Vision

A planet where turtles thrive in the wild, and are respected and protected by all humans.

Our Impact

Turtle Survival Alliance operates or supports conservation programs in 30 countries across the globe—from North and South America, to Asia and Africa. Our work puts resources on the ground where they matter most, empowering local communities and building long-term capacity to protect critically endangered species.

Through rewilding programs, anti-trafficking efforts, captive assurance colonies, habitat restoration, and community-based conservation, TSA protects some of the world's most imperiled turtles and tortoises. We restore wild populations through species recovery, reintroduction, and head-starting programs, and our teams respond to wildlife trafficking crises and large-scale rescues to ensure threatened animals receive urgent care.

TSA also manages the Turtle Survival Center in South Carolina, a world-class breeding and conservation facility safeguarding species that cannot yet thrive in the wild.

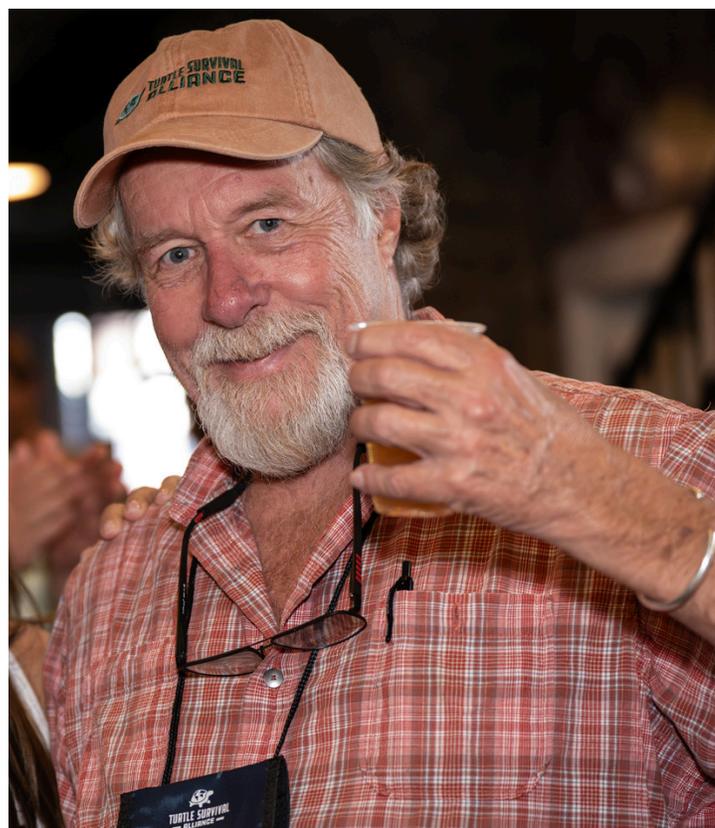


The Foundations of a Drink Beer. Save Turtles.® Event

A typical DBST event includes:

- A brewery donating a portion of pint sales
- Live ambassador turtles and tortoises with trained handlers
- Educational tables and outreach
- Merchandise sales (general DBST designs and/or event-specific)
- Extra activities or entertainment such as raffles, trivia, silent auctions, or live music
- Families, turtle lovers, and beer fans having a great time

Events range from simple pint nights to full turtle festivals with special-release beers, food trucks, conservation talks, and kids' activities.



From Pints to Protecton: How It Works

We often get the question, “How does drinking beer save turtles?” And the answer is—it doesn’t, at least not on its own. Drink Beer. Save Turtles.® events are designed to connect people, communities, and turtles in meaningful, memorable ways. They’re a fun yet strategic avenue to capture public attention, educate people about turtles and the threats they face, and raise critical funds to support conservation efforts.

Each event centers on three interconnected pillars:

- **Funding**
- **Education**
- **Community Engagement**

Together, these pillars reinforce one another, turning awareness into action and action into impact, ultimately advancing Turtle Survival Alliance’s ultimate goal to ensure Zero Turtle Extinctions®.

“With the Drink Beer. Save Turtles.® program, Turtle Survival Alliance has been able to create an event unlike any other, that reaches an important demographic, puts the mission of Turtle Survival Alliance center stage, and brings people face-to-face with these amazing creatures.”

- Rick Hudson, TSA
President Emeritus



The Pillars Behind Drink Beer. Save Turtles.®



Funding Conservation Work

Every pint poured, raffle ticket sold, and specialty beer brewed directly supports TSA's critical conservation programs. From initiatives like rewilding to habitat restoration, DBST events provide essential resources for protecting some of the world's most a turtle and tortoise species. Each event has a target of raising at least \$3,000, making a tangible impact on local and international conservation initiatives.



Education & Outreach

DBST events bring turtle conservation to life through interactive, hands-on experiences. Live ambassador turtles and tortoises, educational outreach tables, and engaging activities make learning about turtles fun and memorable for attendees of all ages. By combining entertainment, social interaction, and education, DBST inspires people to care about turtles and take action for their protection long after the event ends.



Engaging Communities & Building a Conservation Network

DBST events foster collaboration between breweries, community groups, volunteers, and conservation supporters. They raise visibility for host breweries and TSA through co-branding, social media promotion, and cross-community partnerships. By engaging diverse audiences—from beer enthusiasts to families to students—these events create a shared sense of purpose, turning local communities into advocates for turtles and expanding TSA's reach worldwide.



Get Involved with Drink Beer. Save Turtles.®

Bringing a Drink Beer. Save Turtles.® event to life is easier than you might think, and no two events look exactly the same. Whether you're a brewery, conservation partner, nonprofit, or passionate supporter, the level of involvement can be tailored to your capacity, community, and creativity. At its heart, every DBST event brings together **beer, turtles, and meaningful support for conservation**.

As you explore the idea of hosting an event, here are the key elements to consider:

- **Brewery & Beer:** Partner with a brewery or taproom, select a date and format, and decide how beer sales will support turtle conservation, often through a per-pint donation or percentage of proceeds. Many hosts choose to feature a turtle-themed beer or add entertainment like live music, food trucks, or an activity like a cornhole tournament.
- **Turtles & Education:** Decide whether live turtles or conservation talks will be part of your event, and identify experienced partners to support educational outreach and guest engagement.
- **Merchandise & Fundraising:** Consider selling Turtle Survival Alliance merchandise or creating custom event items, along with additional fundraising opportunities such as raffles, auctions, or donation matches.
- **Promotion & Support:** Work with Turtle Survival Alliance to promote your event through digital channels and ensure funds raised are smoothly directed toward conservation impact.

A more detailed walkthrough of each step is available in our Drink Beer. Save Turtles.® **Event Host Guide**. Once you've reviewed the basics and have a general vision in mind, we'd love to connect and help you bring it to life.

Next Steps

Reach out to schedule a conversation. We're here to support you with planning, logistics, promotion, and materials every step of the way.

Contact Us

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