

Carling runs free-pint promotion

By [Olivia Solon](#)

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Carling in the United Kingdom is sending vouchers offering a free pint to two million households in a bid to persuade more people to visit their local pub or club.

Carling brewer Molson Coors will send out direct mail in the form of a personalised invite from a local landlord. The invite asks recipients to redeem the voucher for a pint of Carling in a participating pub.

Carling said the campaign was in response to the ongoing effects of the credit crunch - pubs are closing at the rate of six a day and 2000 outlets have closed in the past 12 months.

Special point-of-sale packs have been sent to all outlets participating in the promotion, which will run until 21 June.

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