

THE MOBTOWN TIMES

Dry January 2021 Cancelled.

Bars Need Support. Beers Won't Drink Themselves.



By Regina Edelstein
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In an unexpected turn of events, the National Killjoy Association of America (NCAA) has officially cancelled their annual observation of Dry January, a popular event in recent years where people are encouraged to deprive themselves of the joy of consuming adult beverages. "We recognized this year it just wasn't worth it. Between the boredom people are experiencing at home mixed with the financial hardships that bars are facing, we felt it was better to cancel this year," said a senior official from the NCAA. The official opted to

remain anonymous as the tap lines to his kegerator were threatened by avid Thirsty Thursday-ers in years past.

A national survey of Dry January 2020 observers indicated a 98% dissatisfaction with the event, with participants noting side effects including weight gain, social skill regression, and marital discord. The 2% who reported satisfaction with the event could not be reached for comment, as they were under medical observation due to a mass overdose of CBD oil.

Max's Taphouse's General Manager Jason Scheerer noted his elation over the NKA's latest announcement. "We can't believe it took until 2021 for this to happen. Now, more than ever, we need the support. The idea that people would intentionally deprive themselves of our much needed libation during a pandemic is frankly criminal."

The International Board of Calorie Counters (IBCC) weighed in as well, explaining that in addition to Dry January 2021 being cancelled, board members have voted unanimously to cancel all calories in 2021. "With COVID-19 ravaging our communities, we just couldn't continue to be the collective buzz-kill that we are known best for," said Dr. Svan Derwich, the organization's Chief Operating Officer.

Local restaurants have embraced this unexpected loosening of caloric accountability. Max's Taphouse owner Ron Furman promptly took to social media to encourage locals to visit his establishment and try the new carryout menu. The menu had recently been on the IBCC's infamous "watch list" with their comfort food staples such as mac-n-cheese and colossal pretzels with crab dip. Additional less offensive offerings include savory smoked sandwiches such as pit beef, pit turkey and smoked portobellos. "We changed up the menu specifically to stick it to those Calorie Counter @#&^\$'s," said Furman, "as well as to hold up on the walk or car ride home to accommodate the carryout needs of our customers."

Not all locals have chosen to partake in the back and forth between sanctimonious organizations and the purveyors of quality bar food. "I've been careful about a balanced diet before all these nonsense events," said customer and local resident Kip Flagrnt. "This

pit beef sandwich has onions and horseradish in it. It's basically a salad."



Neighboring retail establishments appear to have collectively sided with their fellow community members. "We as retailers are hurting. The cancellation of Dry January and calorie counting in 2021 has statistically been shown to generate increased foot traffic in the neighborhood. Shopping really is better with a slight buzz on," says owner of Su Casa furniture store and independent drinking enthusiast, Nick Johnson.

Dr. Fauci was reached for comment, but was unavailable at the time of publication. Senior officials at the National Institute of Allergy and Infectious Diseases stated confidently that he would agree with all assertions, hypotheticals, and absurdities reported in this article.

To learn more about Max's salads and other offerings, please visit <https://shop.maxs.com>. For further inquiries, please contact media@maxs.com.