



FOR IMMEDIATE RELEASE

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DESTINATION CLEVELAND TO PROMOTE NORTHEAST OHIO'S CRAFT BEER SCENE AT GREAT AMERICAN BEER FESTIVAL

Organization joins area brewers to advance region as destination for "beercations"

CLEVELAND (Sept. 29, 2017) – Destination Cleveland representatives will promote Northeast Ohio's growing craft beer scene at the Great American Beer Festival (GABF) from Oct. 5-7 in Denver, Colorado. GABF is the premier U.S. beer festival and competition that brings together 60,000 attendees from across the country, including members of the Brewers Association as well as beer enthusiasts. Destination Cleveland will join eight other destinations in the festival's inaugural Craftbeer.com #beertravel Pavilion.

Representatives from Cleveland Brew Bus and breweries such as Saucy Brew Works and Butcher & The Brewer will work with the Destination Cleveland team at GABF to provide information on Cleveland's craft beer scene.

"As one of just nine destinations that will be present in the Craftbeer.com #beertravel Pavilion, it's exciting to have the chance to speak with so many craft beer enthusiasts about our expanding craft brewery scene," said Emily Lauer, Senior Director of PR at Destination Cleveland. "Being asked to participate in this first destination-focused effort at GABF reinforces Cleveland's reputation as both a strong, up-and-coming craft brewing scene and a destination city for leisure travel – particularly beercations."

In addition to information about the growing craft beer scene, brewery maps will be offered to show the concentration of breweries in the region. There will also be a drawing for a beercation to Cleveland. Other destinations in the Craftbeer.com #beertravel Pavilion include Colorado Front Range (Boulder, Estes Park, Fort Collins, Greeley, Longmont, Loveland); Denver; Grand Rapids; Memphis; Oakland; Santa Rosa, California; St. Petersburg and Tampa.

While samples will not be available in the Destination Cleveland booth, local breweries including The Brew Kettle Taproom & Smokehouse, Great Lakes Brewing Co., Fat Head's Brewery, Masthead Brewing Co., Sibling Revelry Brewing, Working Class Brewery and Willoughby Brewing Co., will be on the main floor with sampling.

Today, Northeast Ohio's craft brewing scene encompasses nearly 50 brewers – with 26 of those in the city of Cleveland alone. Over just the last two years, the Cleveland craft brewing scene has experienced significant growth with 19 breweries opening in the seven-county region since January 2016.

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ABOUT DESTINATION CLEVELAND: Destination Cleveland is Cleveland's convention and visitors bureau. This private, non-profit organization's mission is to drive economic impact and stimulate community vitality for Greater Cleveland through leisure and business travel. Cleveland welcomes more than 17 million visitors annually. For more information, visit thisiscleveland.com.