



FOR IMMEDIATE RELEASE

CLEVELAND BEER WEEK Set for October 10-18 *Celebration kicks off with its Collaboration Beer Project*

July 1, 2014—CLEVELAND, OHIO—The sixth annual **CLEVELAND BEER WEEK** will take place from October 10-18, and will feature hundreds of keg-tapping, beer-sipping events at more than 125 bars, restaurants, and grocers in Cuyahoga County.

Established in 2009 as the first event of its kind in northeast Ohio, **CLEVELAND BEER WEEK** is a not-for-profit, collaborative celebration that raises awareness of the craft beer industry. More than 350 events are being planned and include beer tastings, food pairings and dinners, limited edition keg tapplings, leisure activities, and educational programs. **CLEVELAND BEER WEEK** also features various flagship events that raise funds to support a local charity. "We are pleased to again partner with Jimmy Malone and the Malone Scholarship Fund in 2014," says Christine Montague, director of Cleveland Beer Week. "All proceeds from our flagship events benefit this important Fund that has provided \$2 million in higher education scholarships to area students. Jimmy is tirelessly dedicated to ensuring that area youth can realize their educational dreams, and we are honored to assist in any way possible."

CLEVELAND BEER WEEK begins at 7pm on October 10 with "Collaboration Kickoffs," its official opening event. As in past years, "Collaboration Kickoffs" will feature small-batch collaboration brews created specifically for the event and featured at retailers in area neighborhoods including East 4th, Tremont, Lakewood, Ohio City and Cedar/Lee. In the Cedar/Lee neighborhood only, "Collaboration Kickoffs" will run instead on October 11 and in partnership with Heights Music Hop. The collaboration beers will only be available together on draft for "Collaboration Kickoffs" and then singularly, in limited supply, at brewery and other retail locations.

The collaboration beer project, which has garnered national attention for being the one of the largest of its kind, will this year include out-of-state breweries paired with renowned northeast Ohio breweries. "For the past two years, we have enjoyed great success with collaborations that focused on area breweries," says Montague. "At the same time, we are mindful of our audience. Our patrons are in touch with the worldwide craft beer scene and seek out new offerings. This year, we have included out-of-state breweries to continue to garner national attention for Cleveland and our craft beer community, bring a new level of excitement to the project and appeal to our patrons."

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The collaboration teams for 2014 include:

- Great Lakes Brewing Company and Oskar Blues Brewery (Longmont, CO)
- Buckeye Brewing and Saugatuck Brewing Company (Douglas, MI)
- Fat Heads Brewery and Devils Backbone Brewing Company (Roseland, VA)
- Thirsty Dog Brewing Co. and Brooklyn Brewery (Brooklyn, NY)
- The Brew Kettle and Full Pint Brewing Company (Pittsburgh, PA)

Each team will produce a small-batch, session beer with 6% or less alcohol by volume (ABV). Beer styles and names will be announced the first week of August along with the launch of ticket sales on **CLEVELAND BEER WEEK's** website, www.clevelandbeerweek.org. Patrons purchasing tickets to "Collaboration Kickoffs" at \$25/each will receive a passport that includes tastes of all five collaboration beers.

"This has been a busy off-season for us," says Montague. "In addition to this new spin on our collaboration project, we are launching a responsive-design website the first week of August and adding a few flagship events. Cleveland Beer Week gets more exciting every year."

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