



FOR IMMEDIATE RELEASE

July 25, 2016

Media Contact:

Quinisha Anderson

(678) 592-1942

brewrunseries@gmail.com

Brew Run Series Expands to Six Breweries, Creating *Craft Beer Passport* for Upstate & CNY Run Series Coming to Auburn with Prison City Pub & Brewers in Downtown Auburn on September, 10

5K & Brew Fest combines outdoor activities and beer to support CNY Food Bank & CNY Tomato Fest

What/Why: *The Brew Run Series aims to raise funds for a good cause in a fun and enjoyable manner where patrons come together to support a good cause all while having a great time in doing so. The Brew Run Series 5K creates a passport through Central & Upstate New York's craft beer scene with six separate races across the region. This year, we've teamed up with one of the leading local brewers in Prison City Pub & Brewery on a 5k Brew Run & Beer Fest taking place Saturday afternoon **September 10th** in downtown Auburn.*

The Brew Run Series connects and promotes the growing craft beer community in Auburn and Upstate New York. Full race & brew fest details can be found at www.brewrunseries.com A portion of each run's proceeds benefits a local charity. Prison City Pub & Brewery designated the CNY Food Bank & CNY Tomato Fest as the recipients of the race.

All runners receive their first pint of Prison City beer for free, along with a custom brewery tee & custom brewery medal. Top finishers will receive additional prizes in addition to their participation swag. For more information go to: www.brewrunseries.com

As for the entertainment side of things, there will be numerous games provided including a giant beer pong set up to test your hand at. In addition, Jess Novak Band will be live on our concert stage to keep the good vibes rolling all day long in Downtown Auburn.

"We have been building a strong destination for beer and brewing in Auburn. The craft beer community continues to grow in both size and quality," said Dawn, owner of Prison City Pub & Brewery. "The Brew Run series gives runners an opportunity to get outdoors and run while sampling some of the best beer in Central New York. We hope to share some of our best craft beers from Prison City."

When and Where: September 10 from 3:30 to 8 p.m. Race starts at **Prison City Pub & Brewery**

- 2 to 3:15 p.m. - Race check in and packet pick-up
- 3:30 p.m. - Race start (best time to cover)
- 3:30 p.m. – Live Music: Jess Novak Band
- 5:30 p.m. - Top Finishers/Medal Presentations
- 4 to 8 p.m. – Post-race party

Who: Quinisha Anderson, marketing director for the Brew Run Series