



FOR IMMEDIATE RELEASE

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### **Craft Brew Races Returns To Stowe**

Second annual “Brew Run” event to feature 30+ Vermont-based breweries, benefit Stowe Land Trust

STOWE, VERMONT – Hop to it, beer lovers! The second annual Craft Brew Races Stowe returns to Vermont for another fun 5k road race followed by a craft beer festival featuring more than 30 Vermont-based breweries.

The event will be held on Saturday May 30 at the Stoweflake Mountain Resort and Spa. The event will feature more than 40 breweries, with at least 30 of those breweries coming from Vermont. The day will also be enhanced with food vendors and live music provided by the Burlington-based Dupont Brothers.

“Stowe is an ideal setting for this race,” says Matthew Gray, President of Gray Matter Marketing, the event organizers. “Not only is it unbelievably scenic, but it is in the heart of Vermont’s renowned beer community.”

Proceeds from the race will once again benefit the Stowe Land Trust.

“We are delighted to once again be the charitable beneficiary for this event,” says Caitrin Maloney, Executive Director of the Stowe Land Trust. “The race passes by the Mayo Farm, one of our conserved properties, making for a fantastic showcase of our efforts to protect Stowe’s farms and forests.”

Craft Brew Races Stowe will be held from 12:00 p.m. – 4:00 p.m. at the Stoweflake Mountain Resort and Spa. Registration is available online through May 26, with day-of registration on May 30. Tickets are also available for the beer festival only, and designated driver tickets may also be purchased.

The Craft Brew Race’s stop in Stowe is the second event in a season-long series that visits cities across New England and beyond throughout 2015. The series is sponsored by Samuel Adams, The Traveler Beer Co., Polar Seltzer, and Skechers Performance.

For more information about this event and to sign up please visit <http://craftbrewraces.com/stowe/>.

#### **About Gray Matter Marketing**

Gray Matter Marketing is a full service marketing and event management agency based in Newport, Rhode Island. Founded in 2012, the company has quickly built a reputation for excellent events and creative marketing. A portion of the proceeds from each event is donated to local non-profits.

#### **About Stowe Land Trust**

Stowe Land Trust is a non-profit organization dedicated to the conservation of scenic, recreational and productive farm and forest lands for the benefit of the greater Stowe community. With support from their members and partners, SLT has increased public access to recreation, protected scenic

viewsheds, and kept working farms and forests intact. For more information on Stowe Land Trust visit [www.stowelandtrust.org](http://www.stowelandtrust.org).

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