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National Craft Brew Race Series Comes to Upstate New York

FOR IMMEDIATE RELEASE

Albany, NY — This fall, national event series The Craft Brew Races will make its debut in New York at the Altamont Fairgrounds, on September 9th. The Craft Brew Races are a series of relaxed, but timed, 5K runs followed by craft beer festivals featuring samples from local and national breweries. The series is hosted by award-winning event producers Gray Matter Marketing.

For the Albany event, the 5K road race will kick off at noon, while doors to the festival will open at 12:30 pm. A portion of the proceeds from the event will be donated to the Altamont Fair and Fairgrounds.

The 5K (3.1 mile) road race is open to runners and walkers of all abilities. Starting and finishing at the Altamont Fairgrounds, the flat and fast race runs out on Brandle Road before turning onto Altamont-Voorheesville Road and heading back to the fairground. Finishers will receive an event-specific medal to celebrate their accomplishment, and are invited to enjoy the beer festival.

The three-hour beer festival will feature some of upstate New York's best breweries, as well as attract breweries from further afield. In addition to included beer samples, Polar Seltzer and KIND Snacks will provide water and snacks for attendees. In addition, food trucks and vendors will be selling on site. Designated driver and festival-only tickets are also available.

"Upstate New York and the Albany area has a vibrant and growing craft beer scene," says Matt Gray, President of Gray Matter Marketing. "We know there are many craft beer enthusiasts who live in the immediate area, and even more who will travel to Albany to enjoy the festival and 5K."

For more information and tickets, visit www.craftbrewraces.com. From now until June 1, use coupon code ALBANY2017 at registration for \$5 off.

This event is 21+ exclusively, and no strollers or pets are allowed at the race or in the festival. Opportunities are still available for breweries and vendors to book space for the event.

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Information for Press: If you wish to attend the event, please contact Lisa McCurdy at lisa@graymattermarketing.com or 617-697-5100. The attached images are for editorial use only. Please credit Clancy Creative/Craft Brew Races

About Gray Matter Marketing

Gray Matter Marketing is a full services marketing consulting and event management agency. We work with clients to maximize sales and marketing capabilities, create turnkey events, and maintain an engaging social media presence. For more information on Gray Matter Marketing's offerings and events, please visit www.graymattermarketing.com.