



PRESS RELEASE

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First Annual Lansing Microbrew & Music Festival to Take Place at Adado Riverfront Park in spring 2014

Event scheduled for April 18 & 19 in downtown Lansing highlighting over 300 craft beers, cider, mead and wine mainly from Michigan as well as over 100 musicians, marching bands, Home Brewers Challenge, Food Pairing Tour and Rare Beer Tour.

Lansing, MI – December 13, 2013 – Craft brew, music and culinary lovers will meet at the Lansing Microbrew & Music Festival scheduled for Friday and Saturday, April 18 & 19, 2014, in downtown Lansing.

To celebrate the eleventh Microbrew and Music Festival, the popular regional event will tour to Lansing to host the event in Adado Riverfront Park, on the banks of the scenic Grand River. Tickets include five ½ pint pours, custom glass, event features 50+ craft breweries from Michigan – representatives and brewers from each brewery – with a handful of carefully selected national brands, 300+ flavors of brews, wines, ciders and meads, live musical acts, marching bands, a silent disco DJ dance tent, and local food vendors. Festivities are scheduled to take place from 5–11 p.m. daily, with an afternoon of educational activities and forums presented by brewers on Saturday from 12 noon – 4pm. Lansing is the first tour stop of a brand hoping to take a Michigan made event to the national tour level.

100% of alcohol sales from the event will benefit the Greater Lansing Food Bank. Our touring partner Xero Waste Events, is a Michigan non-profit organization providing comprehensive recycling services and educating communities on sustainable event practices. At the 2013 Traverse City Summer Microbrew & Music Festival, over \$20,000 was raised for local non-profit CherryT Ball which directly supported local food banks and Traverse Bay Children's Advocacy Center. We are proud to partner with Xero Waste, as they also contribute an annual portion of its revenues to local charities.

Sam Porter, founder of the Microbrew & Music Festival, anticipates the festival will provide a burst of energy to the central Michigan region. "As a team of many MSU alum we're excited to launch our eleventh event in Lansing for an annual event. We have welcomed over 50,000 ticket buyers to ten [Traverse City] Microbrew and Music festivals over the past five years to experience the craft brew culture and great music of Michigan. Our goal is to have another sold-out festival and help drive thousands of residents and visitors into downtown merchants, bars and restaurants during an otherwise slower week in April," he says.

Porter adds that after-parties at downtown establishments will further connect festival attendees with the retailers.

The Microbrew & Music Festival educates, celebrates, and inspires community collaboration through the joy of craft brew and great music while raising funds for non-profits.

Stocking stuffer early bird tickets will go on sale Friday, December 20, at 12 noon for \$40 (a savings of \$10+).

Tickets and festival details are available at www.microbrewandmusic.com. Festival announcements, giveaways, and other information can be found at www.facebook.com/microbrewandmusic. Attendees are strongly encouraged to purchase tickets in advance, as the festival has sold out in past years. Ticket buyers must be at least 21 years old.





