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EXPERIENCE GRAND RAPIDS DEBUTS SECOND EDITION OF BEER CITY PASSPORT
EXGR creates “another round” for the Beer City Passport with 9 additional breweries

Grand Rapids, Mich. – Experience Grand Rapids (EXGR), the area’s official destination marketing organization, has officially rolled out the second edition of the Beer City Passport. The second edition features a new look and includes nine additional breweries where people can collect stamps to become a Brewsader™.

The second edition of the Beer City Passport includes the 23 original brewery entrants as well as the breweries listed below:

- Atwater GR
- Bier Distillery
 - *Bier Distillery is brewing beer*
- City Built Brewing
- Creston Brewery
- Elk Brewing- Comstock Park
- Greyline Brewing Co.
- Schmohz Brewing Company
- New Holland Brewing- The Knickerbocker
- Fountain Hill Brewery at GRCC

Since the original Beer City Passport debuted in October 2015 over 4,200 people have become Brewsaders™. To become a Brewsader™, individuals must collect stamps from eight participating breweries and either take their Passport to The Welcome Center located in Grand Rapids Art Museum or mail them into the EXGR office. New this year, collect all 32 stamps and earn an Ultimate Brewsader wallet card which offers discounts on the Beer City merchandise at GrandRapidsStore.com and surprise perks at local businesses. These perks will be listed on the EXGR website and included in a quarterly newsletter to Brewsaders™.

“The Beer City Passport was a huge success in the first year,” said Janet Korn, CTA, Senior Vice President of EXGR. “We created the second edition to add new craft beer locations and prepare for future breweries. When a new brewery opens, we will announce on our website if they are going to be a part of the Passport. If they are, visitors can go there and collect a stamp on one of the newly included blank pages. Research indicates that craft beer is a popular activity for our visitors. In fact, Longwoods Intl. found that 12% of our tourists come specifically for beer compared to the nations average of 5%.”

More information on how to become a Brewsader and about the Beer City Passport can be found at ExperienceGR.com/Brewsader. Join the social media conversation by using the hashtag #GRBrewsader.

A study on the economic impact of beer tourism in Kent County was conducted by Grand Valley State University in 2015. To view *The Economic Impact of Beer Tourism in Kent County, Michigan* study visit: www.experiencegr.com/beer-report

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