

**FOR IMMEDIATE RELEASE**

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**SARATOGA WELCOMES 1<sup>st</sup> ANNUAL BEER WEEK!**

SARATOGA SPRINGS, N.Y. --- Saratoga Beer Week is set to kick off this Thursday, February 23 and run through Saturday, February 25 in the Spa City!

An estimated 4000 people will come to sample beers from 82 different brewers from around the country and around the world. There will also be a strong contingent of NYS Brews which support Sen. Schumer's I Love NY Brews campaign. There are over 25 events happening within Beer Week; beer dinners, tap takeovers, The Grand Food & Rare Beer Tasting and of course the Beer Summit.

Todd Garofano, President of the Saratoga Convention & Tourism Bureau said, "We are excited to be involved in the first annual Saratoga Beer Week! This three-day event promises to bring beer enthusiasts and industry professionals together for an educational, informative and fun event in a time of year that will greatly benefit our member organizations and our local economy."

E.J. Harkins, VP of Sales & Marketing for Saratoga Eagle Sales & Service and Board Chair for the Saratoga Convention & Tourism Bureau recalls how the idea for Saratoga Beer Week came about. "Ironically, it was over a beer that Todd (Garofano) and I were discussing how we could create an event that had the potential to replicate the success of Chowderfest, another event created to draw visitors and fill hotel rooms, restaurants & shops during the traditionally quiet February time period. I had been to a number of other Beer Week festivals around the country and just knew we could pull this off and do it better in Saratoga. The response has been incredible...better than even I anticipated."

This three day event is produced by Saratoga Festivals, LLC, with the support of the Saratoga Convention and Tourism Bureau and its sponsors. For a schedule of events, ticket information and more, please visit [www.saratogabeerweek.com](http://www.saratogabeerweek.com).

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The Saratoga Convention & Tourism Bureau is an independent, not-for-profit destination marketing organization with the mission of attracting group business to the Saratoga area and to serve as a liaison between group buyers and local businesses. Visit [www.discoversaratoga.org](http://www.discoversaratoga.org)