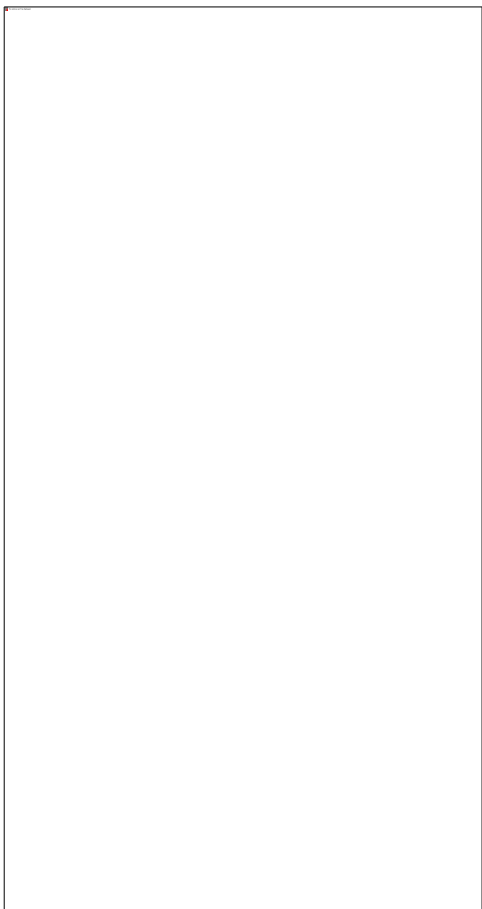




Experience Grand Rapids Launches “Beer City Brewsader” App

New app to make experiencing Beer City USA even easier

Grand Rapids, Mich. (Feb. 28, 2018) - [Experience Grand Rapids](#) is making it easier for tourists and locals alike to explore Grand Rapids’ award-winning craft beer scene with the launch of the “Beer City [Brewsader®](#)” app.



“We wanted to make it easier for locals and visitors to participate in our already successful Beer City Brewsader program, and continue to champion Grand Rapids’ award-winning craft beer scene,” said Kate Herron, Experience Grand Rapids Director of Marketing. “As the Destination Marketing Organization for Kent County, we’re always brainstorming new ways to attract individuals to the area to experience our welcoming atmosphere, and unique offerings.”

The announcement comes during the second annual [Beer Month GR](#), but the Beer City Brewsader app will be available all year-long. The app allows Beer City Brewsader participants, or Brewsaders, to view nearby breweries and brewery details including menu items, directions, and social media links. After visiting a local brewery, Brewsaders can check-in through the app to receive a digital Beer City Brewsader passport stamp.

Participants of the Beer City Brewsader program are encouraged to visit eight Grand Rapids’ breweries in exchange for an official Brewsader T-shirt. Additional prizes and incentives are given to those who become a Brewsader during **Beer Month GR**. Extreme craft beer enthusiasts can also visit all 35 breweries to become an Ultimate Brewsader and unlock exclusive deals and discounts.

Since the launch of the Beer City Brewsader Passport in October 2015, the program has seen great success. Some examples include:

- Nearly 9,000 Brewsaders
- One-third of Brewsaders are Kent County residents; one-third of

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Pictured above: The homepage of the Beer City Brewsader app when checked in to

Brewsaders are Michigan residents; one-third of Brewsaders are located outside of Michigan

- Almost every state has a Brewsader
- More than 150 international Brewsaders from countries such as Japan, Spain, Scotland, and Australia

Prior to the app's launch, participants were required to carry a printed Beer City Brewsader passport to complete the program. Beer City Brewsader participants now have the option to complete the program through the app or by using the tangible passport. Existing Beer City Brewsader participants with passport stamps can transfer their paper passport stamps into the app.

iPhone and Android users can download the Beer City Brewsader app in the App Store, by searching for "Beer City Brewsader."

[Click here](#) for more information on how to become a Beer City Brewsader.

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Pictured above: The Beer City Brewsader app features profiles of over 30 breweries

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