



FOR IMMEDIATE RELEASE

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DESTINATION CLEVELAND RETURNS TO GREAT AMERICAN BEER FESTIVAL TO PROMOTE REGION'S CRAFT BEER SCENE

Organization collaborates with local breweries to offer new signature beer at the event

CLEVELAND (Aug. 29, 2018) – After a successful first year as an exhibitor, Destination Cleveland will return to the Great American Beer Festival (GABF) in Denver, Colorado, to promote Northeast Ohio's growing craft beer scene. GABF is the premier U.S. beer festival and competition that brings together 60,000 attendees from across the country, including members of the Brewers Association as well as beer enthusiasts. Destination Cleveland will be one of six cities represented in GABF's Craftbeer.com #BeerTravel Pavilion from Sept. 20-22.

New at this year's festival, Destination Cleveland will offer attendees a signature beer at its booth – the Shoreway IPA. This hazy IPA was brewed onsite at Terrestrial Brewing Company and created with the support from many local breweries including: Bookhouse Brewing, Brick and Barrel, Butcher and the Brewer, Collision Bend Brewing Company, Fat Head's Brewery + Beer Hall, Goldhorn Brewery, Great Lakes Brewing Company, Hansa Brewery, The Jolly Scholar, Market Garden Brewery, Masthead Brewing Co., Noble Beast Brewing Co., Platform Beer Co., Sibling Revelry Brewery, Willoughby Brewing Co. and Working Class Brewery. The Shoreway IPA will also be offered for a limited time at Terrestrial Brewing Company.

"Participating in last year's Great American Beer Festival gave Destination Cleveland the opportunity to pique visitors' interest in Cleveland's craft beer scene," said Emily Lauer, senior director PR/Communications, Destination Cleveland. "With new offerings at our booth this year, we hope to elevate Cleveland's reputation as a craft beer destination."

In addition to sharing information about the region's growing craft beer scene, Destination Cleveland representatives will distribute the recently launched [Cleveland Brewery Passport](#). There will also be a drawing for a "beercation" to Cleveland. Other destinations in the Craftbeer.com #BeerTravel Pavilion include Chicago; Grand Rapids, MI; Milwaukee; St. Petersburg, FL and Santa Rosa, CA.

To learn more about Destination Cleveland or new attractions and activities, please visit thisiscleveland.com, follow us on [Twitter](#), [Facebook](#) and [Instagram](#) and subscribe to our channels on [YouTube](#) and [Pinterest](#).

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ABOUT DESTINATION CLEVELAND: Destination Cleveland is Cleveland's convention and visitors bureau. This private, non-profit organization's mission is to drive economic impact and stimulate community vitality for Greater Cleveland through leisure and business travel. Cleveland welcomes 18 million visitors annually. For more information, visit www.thisiscleveland.com.