

NEWS RELEASE: DEC. 14, 2017

Regional Tourism Organizations & Breweries Launch Shenandoah Beerwerks Trail® Passport

SHENANDOAH VALLEY, Va. -- It's time to hit the trail! The destination tourism offices that produced the award-winning Shenandoah Beerwerks Trail® are launching a new beer passport program today.

"The passport program is designed to encourage craft beer drinkers to explore multiple breweries on the trail," says Sheryl Wagner, the Director of Tourism for Visit Staunton.



Here is how the passport program works.

- Pick up your free Shenandoah Beerwerks Trail Passport at one of our 14 breweries. (You can also get the passport at Visitor Centers in Harrisonburg, Staunton, and Lexington, as well as the Rockfish Gap Tourist Information Center.)
- Request a passport stamp at each brewery you visit.
- Collect at least six brewery stamps.
- Mail in your completed passport to receive a Shenandoah Beerwerks Trail t-shirt*

Beer explorers can collect a stamp at any of the following 14 breweries, but only six brewery stamps are needed to fill up a passport booklet.

Basic City Beer Company
Bedlam Brewing
Brothers Craft Brewing
Devils Backbone Outpost Brewery & Tap Room
The Friendly Fermenter
Great Valley Farm Brewery
Pale Fire Brewing Company

Queen City Brewing
Redbeard Brewing
Seven Arrows Brewing
Shenandoah Valley Brewing Company
Stable Craft Brewing
Three Notch'd Brewing Company
Wolfe Street Brewing Company

As an added incentive, the first explorers who fill up and redeem their passports will also have a chance to win the following prizes:

- The 1st completed passport receives TWO 3-day General Admission tickets to **Red Wing Roots Music Festival**. Camping and parking are not included.
- The 10th completed passport receives a half-day fly-fishing beginner class for TWO anglers from **Mossy Creek Fly Fishing**.
- The 25th completed passport receives a paddle adventure for TWO with **Twin River Outfitters on the Upper James River Water Trail**.

“The Shenandoah Beerwerks Trail has become a very popular way to showcase the amazing assets in our region,” says Brenda Black, Director of Tourism for the City of Harrisonburg. “Our area is chock full of outdoor recreation opportunities, music festivals, and all of these fun activities pair exceptionally well with a visit to a taproom where you can taste some of the nation’s best beers.”

Plan ahead and create your own self-guided #BeerwerksTrail tasting adventure using the online brewery [Trail Map](#).

“The program is designed to encourage people to visit more breweries and extend their stay in the area. Friends can make a fun weekend getaway out of it by enjoying multiple breweries, and getting their passport stamped,” says Courtney Cranor, the Assistant Director of Visit Waynesboro Economic Development and Tourism.

The Shenandoah Beerwerks Trail Passport Program follows on the heels of the creation of the very successful Shenandoah Beerwerks Trail, which launched in 2016. The Trail was developed by a joint partnership of five local tourism offices to promote the Valley’s growing craft beer industry and showcase the region’s natural tie-in with compatible tourism offerings. The alliance of tourism partners includes Staunton, Augusta, Waynesboro, Harrisonburg, Lexington/Rockbridge Area Tourism.

The Shenandoah Beerwerks Trail Passport Program is a recipient of the Virginia Tourism Corporation Marketing Leverage Program (MLP) grant, which was awarded earlier this fall by Virginia Governor Terry McAuliffe.

ABOUT THE SHENANDOAH BEERWERKS TRAIL

The [Shenandoah Beerwerks Trail](#) pairs the Shenandoah Valley’s best craft beer experiences with a combination of activities and attractions that uniquely reflect the region’s recreational and cultural activities. Trail updates and news can be found on [Facebook](#), [Twitter](#), and [Instagram](#).

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MEDIA CONTACTS

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** Must be 21 or older to participate. Only one t-shirt per person. Valid while supplies last. Please drink responsibly.*