



FOR IMMEDIATE RELEASE

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### **Craft Brew Races Bounds Into Newport, Rhode Island**

Second annual Rhode Island "Brew Run" event to benefit local Brewer's Guild

NEWPORT, RHODE ISLAND – What cheer, Newport? On Saturday, July 18, the Craft Brew Races will return to Rhode Island for a 5k road race followed by a craft beer festival in a celebration of balanced wellness and local craftsmanship. The event was previously held in Providence in 2014 and attracted more than 1,600 participants.

The Craft Brew Race consists of a 5k run or walk that will run throughout beautiful Fort Adams, followed by a craft beer event on the parade lawn. The beer fest will feature more than 35 craft breweries, with at least 12 participating breweries from Rhode Island.

The event marks a sort of homecoming for the national race series. The Craft Brew Race series is owned and executed by Gray Matter Marketing, a Newport, R.I.-based marketing and events agency.

"We're thrilled to be hosting a Craft Brew Race in Newport," says Matthew Gray, President of Gray Matter Marketing, the event organizer. "This is an event that we've taken throughout New England and to other states throughout the country, and people always have an amazing experience."

"It's going to be a pretty special day in Newport," Gray said.

Local food vendors including Mission, Brick Alley Pub, Pour Judgment and Norey's will bolster the day, alongside live music from Kid Mountain. A portion of the proceeds will be donated to the Rhode Island Brewer's Guild.

The Craft Brew Race's stop in Newport is the fourth event in a [year-long series](#) that visits cities across New England and beyond throughout 2015. The series is sponsored by Samuel Adams, The Traveler Beer Co., Polar Seltzer, and Skechers Performance. Each Craft Brew Race makes a donation to a local non-profit organization.

For more information about this event please visit <http://craftbrewraces.com/newport/>.

#### **About Gray Matter Marketing**

Gray Matter Marketing is a full service marketing and event management agency based in Newport, Rhode Island. Founded in 2012, the company has quickly built a reputation for excellent events and creative marketing. A portion of the proceeds from each event is donated to local non-profits.

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