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Craft Brew Races Returns To Portland

Second annual “Brew Run” event to feature 25+ Maine-based breweries, benefit Maine Brewers’ Guild

PORTLAND, MAINE – Local beer lovers should circle June 27 on their calendar. That’s the day the second annual Craft Brew Races Portland returns to Maine for another fun 5k road race followed by a craft beer festival featuring more than 25 Maine-based breweries.

The event will be held on Saturday June 27 in Portland, with a 5k (walkers welcome) around Back Cove followed by a craft beer festival at Edward Payson Park. The event will feature more than 40 breweries, with at least 25 of those breweries coming from Maine. The day will also be enhanced with food vendors, a costume contest, and live music provided by local musician Jeff Beam.

“We feel Portland, Maine is just a perfect fit for this event,” says Matthew Gray, President of Gray Matter Marketing, the event organizers. “The city is welcoming and charming, and there’s so much good food, and especially great beer, coming out of Maine right now. This is definitely a highlight on our event calendar.”

Proceeds from the race will once again benefit the Maine Brewers’ Guild.

Craft Brew Races Portland will be held on Saturday, June 27 from 12:00 p.m. – 4:00 p.m. Registration is available online through June 26, with day-of registration on June 27. Tickets are also available for the beer festival only, and designated driver tickets may also be purchased. Additionally, the Craft Brew Races are proud to partner with Uber to provide free and discounted rides.

The Craft Brew Race’s stop in Portland is the third event in a season-long series that visits cities across New England and beyond in 2015. The series is sponsored by Samuel Adams, The Traveler Beer Co., Polar Seltzer, and Skechers Performance.

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

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.

About The Maine Brewers’ Guild

The Maine Brewers’ Guild is a nonprofit organization dedicated to promoting and protecting the craft beer industry in Maine. Our mission is to keep Maine in the forefront of the craft beer revolution by offering high quality and creative diversity for the customer. For more information on the Maine Brewers’ Guild, please visit <http://mainebrewersguild.org/>.

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