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Craft Brew Races Makes \$4,500 Donation to Stowe Land Trust

Second annual “Brew Run” event attracts more than 1,000 participants, benefits local non-profit

STOWE, VERMONT – Cheers! The second annual Craft Brew Races Stowe returned to Stowe, Vermont on May 30 and made a significant impact in the Green Mountain State – chiefly a donation to the Stowe Land Trust.

The event consisted of a 5k run or walk through the Stoweflake Mountain Resort and Spa followed by a craft brew event featuring more than 40 breweries, with more than 30 participating breweries from Vermont.

“We were quite pleased with the outcome of this event,” says Matthew Gray, President of Gray Matter Marketing, the event organizers. “It was a bright, sunny day in Stowe, and we had a great turnout. We are proud to be able to make this donation to the Stowe Land Trust.”

Stowe Land Trust officials echoed a similar sentiment.

“We are delighted with this contribution to our organization,” says Caitrin Maloney, Executive Director of the Stowe Land Trust. “The event even passed by the Mayo Farm, one of our conserved properties, so it was a great showcase of our efforts to protect Stowe’s farms and forests.”

The Craft Brew Race’s stop in Stowe was the second event in a season-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/stowe/>.

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 Stowe Land Trust

Stowe Land Trust is a non-profit organization dedicated to the conservation of scenic, recreational and productive farm and forest lands for the benefit of the greater Stowe community. With support from their members and partners, SLT has increased public access to recreation, protected scenic viewsheds, and kept working farms and forests intact. For more information on Stowe Land Trust visit www.stowelandtrust.org.

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