



FOR IMMEDIATE RELEASE

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### **Craft Brew Races Bounds Back Into Worcester**

“Brew Run” will again bring runners, craft beer lovers downtown in event to benefit local non-profit

WORCESTER, MASS. – Cheers! On April 30, the Craft Brew Races will bring its nationally-acclaimed event to Worcester, Mass. in a celebration of balanced wellness and local craftsmanship. This marks the second the time event is being held in Worcester.

The Craft Brew Race consists of a 5k run or walk through historic Worcester followed by a craft beer event featuring more than 30 breweries, including local favorites like Wormtown Brewery, Jack’s Abby and 3cross Brewing Company.

“We had a great time introducing ourselves to the Worcester community last August,” said Matthew Gray, President of Gray Matter Marketing, the event organizer. “The event got a great response and this year’s Craft Brew Race is going to be bigger and better.”

The day will be bolstered by food trucks, local vendors, and live music. A portion of the proceeds will again be donated to Preservation Worcester.

The Craft Brew Race’s stop in Worcester is the second event in a year-long series that visits cities across New England and beyond throughout 2016. The series is sponsored by Polar Seltzer and DRAFT magazine. Each Craft Brew Race makes a donation to a local non-profit organization.

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

### **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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