

FOR IMMEDIATE RELEASE

18 April 2017



Banff Ave Brewing Co. Launches 'Plaid Goat Red Ale' to Kick Off Sponsorship of Incoming Regional Mountain Bike Festival

Banff, AB – Banff Avenue Brewing Co. is unveiling a new handcrafted red ale to announce its sponsorship of Plaid Goat Mountain Bike Fest, an incoming event celebrating all things mountain biking from June 23-25, 2017 in Canmore.

"We've been big fans of Plaid Goat since we found out about it over a year ago. They're filling a gap in the marketplace and we're thrilled to support something that's grassroots, yet positioned to do so much for our area. They're blowing down barriers across our destinations and doing so in celebration of the all mighty mountain bike. The fact that this festival will take place in the Bow Valley and will showcase the world class riding of the Canadian Rockies was just too perfect. It's something we had to get behind," said Pete Grottenberg, general manager of Banff Ave Brewing Co.

As part of their sponsorship, Banff Ave Brewing Co. will unveil their new Plaid Goat Red Ale on April 25 to a select group of committed Plaid Goat partners. A handful of the festival's volunteers, operational supporters and Founding Patrons will help lift the first caps on the fresh new brew.

"We've just launched the Plaid Goat Founding Patrons program, which is for individuals who want to support the Fest as part of the founding movement.

It's made for a prestigious group of devotees who are committed to the culture of mountain biking in the Rockies and want to be part of the inside clan. There are some pretty unique perks, especially for those who like awesome craft beer!" explained Fest founder Bogdane.



Banff Ave Brewing Company is also helping to organize the festival's much-anticipated Regional Beer Hub, which will host a handful of carefully selected brewers and a limited number of distilleries from around the region.

Bogdane explained, "The synergy behind what they do at their brewpub by focussing on quality, fun and community made our partnership a perfect fit. We're blown away to have their support. Because Plaid Goat isn't a race, but is a celebration for mountain bikers of all stripes, creating a quality craft beverage program as part of the event was key. Besides the beer, fest-goers can expect a wicked bike expo including bike demos, lots of riding, a bike rodeo, kids hub and lots of good coffee – coffee is also important!" laughed Bogdane.

Plaid Goat Red Ale will be on tap at the Banff Ave Brewing Co. for a full year and, of course, will also be available onsite at the festival's Regional Beer Hub.

For info on the Founding Patrons Program or other sponsorship opportunities, email wanda@plaidgoat.ca.

To buy tickets to the festival, go to: <https://www.myshowpass.com/plaidgoat/>.

- 30 -

Media Contacts

Wanda Bogdane, Founder – Plaid Goat
403-609-7127
wanda@plaidgoat.ca
www.plaidgoat.ca

Pete Grottenberg, General Manager – Banff Ave Brewing Company
403-763-8688
peteg@banffavebrewingco.ca
www.banffavebrewingco.ca

Background on Plaid Goat Mountain Bike Fest

Plaid Goat MTB Festival is 3-day cultural celebration revelling in the mountain bike stoke of the Canadian Rockies. The weekend will include a main expo/festival, bike demos for Demo-licious Days wristband holders, group rides, a craft beer tent, kms on end of great Canadian singletrack & a few surprises!

The Fest will contribute to the Ride the Rockies Regional Trails Fund as part of its ongoing legacy in support of mountain bike alliances around the region.

Background on Banff Ave Brewing Co

The Banff Ave Brewing Co was founded in 2010 after the success of the Jasper Brewing Co. The local owners decided to expand their horizons and look for other markets where great handcrafted beer would be appreciated and admired. Banff Ave Brewing Co has become known as a devoted community partner and in 2015 general manager Pete Grottenberg was recognized with a [Banff Shine Award](#) for these efforts.