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TIMBER RIDGE RESORT COMBINES COLOR TOURING WITH MICROBREWS

The Microbrew "Color Tour" Package Is a New Way to Enjoy Autumn Up North

TRAVERSE CITY, MICH---When Timber Ridge Resort first introduced its event Suds & Snow, which pairs the beauty of northern Michigan's scenic outdoors with handcrafted beers from some of Michigan's finest microbreweries, it was never expected to take off so quickly. The inaugural year, 2007, welcomed over 200 guests and this past winter's event saw over 700 participants celebrating brews and snowshoes. Timber Ridge is riding this wave of success to incorporate another microbrew tasting event this autumn: the Microbrew Color Tour, scheduled for September 26-28. (Check-in is either on September 26 or 27 with late check-out on September 28).

"With so many guests in town for the autumn color tours," begins resort co-owner Kristin Levesque, "we thought that we would welcome them to enjoy a campsite or cabin in the woods with a microbrew in hand." The package presents a distinctive way to encourage visitors to enjoy the fiery colors of the turning trees all while relishing the reds, golds, and browns of the featured Michigan microbrews.

The private, park-guest-only package includes two days of unlimited beer sampling, starting with a Friday, September 26, welcome reception at 5:00 p.m. (till supplies last) featuring New Holland Brewing Company and continues to Saturday at the Microbrew

Color Tour Tent from 3:00 to 7:00 p.m. Four Michigan breweries will be offering samples of their specialty brews: Right Brain Brewery of Traverse City, Short's Brewing Company in Bellaire, Founder's Brewing Company of Grand Rapids, and Arbor Brewing Company from Ann Arbor.

“Think of this packaged event as ‘Suds and Snow Light’,” says Marketing and Events Director Sara Klebba. “The concept of pairing the outdoors with beer tasting is attractive to both outdoor and microbrew aficionados. These groups seem to have quite a bit in common.”

For outdoor enthusiasts, incorporating a color tour through the resort's miles of trails or on the road exploring northern Michigan's many scenic drives is a must in the autumn. With the Microbrew Color Tour Tent open from 3:00 to 7:00 PM, guests will have plenty of time to plan these types of activities and return to Timber Ridge to enjoy the festivities. For those who want to add some recreation to the event, volleyball and dodge ball will be just a stone's throw from the tasting. A variety of food will also be available for purchase.

Packages begin at just \$59 for one night on a water/electric campsite. A variety of sites are available as well as cabins and cottages. Package price includes the welcome reception and Microbrew Color Tour Tent tickets for two people. Additional guests will be charged \$20 each to participate in the tastings. This event is for Timber Ridge guests only. For more details and package pricing, visit www.TimberRidgeResort.net or call (800) 909-2327.

Timber Ridge RV & Recreation Resort, located at 4050 Hammond Rd. East in Traverse City, is an all-season recreation resort featuring RV and tent camping; overnight cabin and cottage rentals; family oriented activities; a banquet facility and tents for weddings, events, reunions, family gatherings, and meetings; access to the popular VASA trail system; park model sales; and renowned events like the North American VASA, Iceman Cometh Challenge mountain bike race, and Timber Ridge's own Suds & Snow. Visit www.TimberRidgeResort.net or call (231) 947-2770 for more information.

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Photos and graphics available upon request. Call Sara Klebba at 231.631.3039 to schedule an interview.