



Presented by



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**PINTS EMPTIED, TRAILS STOMPED AT MARCH 1 SUDS & SNOW**  
Second Annual Fundraiser Scores Almost 700 Guests and Over \$6,000 for Bethany

TRAVERSE CITY, MICH—“And to think,” begins Timber Ridge Resort Marketing and Events Director Sara Klebba, “we were worried about having ordered too many pint glasses and too much beer.” The second annual Suds & Snow microbrew tasting and snowshoeing fundraiser, held March 1 at Timber Ridge, was a surprise hit, in terms of attendance and the amount of money raised for Bethany Christian Service’s foster care program in Traverse City. “I knew that we had a solid event with an enthusiastic core audience, but the rate at which Suds & Snow has developed is tremendous,” says Klebba.

In 2007, Timber Ridge Resort and the Timber Ridge Charitable Foundation created an event combining uncommon pastimes in Traverse City: sampling Michigan microbrews and snowshoeing on the resort’s wooded pathways. Just over 200 guests attended the event last winter with a demand to make Suds & Snow an annual event.

“We figured, if we were lucky, that we would double the attendance of 2007’s event,” recalls Timber Ridge co-owner Kristin Levesque. “We were actually nervous that we might have purchased too much product in advance, but we ended up on the phone with beer distributors the evening before Suds & Snow trying to order even more kegs!”

Between the afternoon before and day of the event, March 1, almost 400 tickets were sold, with \$5 from each ticket (and net proceeds after expenses) reserved for Bethany's foster care program. "We saw the numbers growing and were thrilled that the donation was just getting higher and higher," affirms Levesque. The final donation to Bethany was over \$6,000.

"Bethany Christian Services is appreciative of Timber Ridge Resort's generous support of our foster care program," shares Craig Bultsma, Bethany's Branch Director in Traverse City. "Scores of abused and neglected children in the Greater Traverse Bay region will benefit from the event proceeds as we complete the furnishing of two family visitation rooms."

Suds & Snow is a successful fundraiser because of its many volunteers and sponsors. Roughly 50 people helped with set up, monitoring the trails, pouring beer, and "bouncing", to name a few job assignments. Second-year volunteer Keith Lahaye, a volunteer pourer for Leelanau Brewing Company at the event, is already excited to return next year. "I'd even love to see a summer beer event!" Levesque is mum on whether the event will span into other seasons. "I think we need to get into a comfortable, well-organized groove with Suds & Snow before we consider adding new events," says Klebba. "Especially since this event will likely continue to grow."

A representative for presenting sponsor American Waste said he welcomes the additional guests and exposure. "Not only is this a great event for a remarkable cause, it is a wonderful opportunity for sponsors to really connect with these guests while they're enjoying themselves on the trail and in the festival areas." Suds & Snow was able to contribute to Bethany in great part because of the monetary and in-kind donations made by its generous sponsors. Businesses who are interested in sponsoring Suds & Snow 2009 should contact Klebba at (231) 631-3039 to secure their spot early.

As for Michigan's microbrew and snowshoe industries—will they see a rise in participation and sales rates? Time will tell. There were certainly many guests relatively new to both scenes that will be visiting winter trails and Michigan microbreweries as a result of exposure to them at Suds & Snow. “We don't have an event in the Grand Rapids area where we can enjoy the vitality of the outdoors paired with microbrew tasting,” says Rockford resident Daniel LaFontsee. “This event peaked my interest, so I made the trip up north to enjoy Michigan microbrews during a time of year when I don't typically get to enjoy them”. Lafontsee was amazed by the low ticket price of fifteen dollars claiming, “I spent more money on gas driving up north than at Suds & Snow!”

Timber Ridge Resort is highly pleased with the burgeoning success of Suds & Snow, still in its infancy. The date for 2009's festival is tentatively scheduled for Saturday, March 7. A perfect time of year for guests to bid farewell to the winter season...with pints in hand and snowshoes on feet.

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 elegant tents for weddings, events, reunions, parties, and meetings; access to the popular VASA trail system; and nationally renowned events like the North American VASA and Iceman Cometh Challenge mountain bike race. Visit [www.TimberRidgeResort.net](http://www.TimberRidgeResort.net) or call (231) 947-2770 for more information.

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