



Presented by



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FOR IMMEDIATE RELEASE

TIMBER RIDGE SUDS & SNOW SET FOR MARCH 1
Annual Fundraiser Combines Microbrews and Snowshoes for Uncommon Entertainment

TRAVERSE CITY, MICH— Timber Ridge Resort's new signature event, Suds & Snow, is set for Saturday, March 1, from 2:00 to 7:00 PM. Guests will be strapping on their beer tastin' snowshoes at this original celebration of two lesser known pastimes in Traverse City: beer tasting and snowshoeing! Music, beer, food and fun on the trails culminate for this second annual fundraising event. This year, Bethany, a family foster care and adoption agency with a location in Traverse City, will receive five dollars from each event ticket sold plus net proceeds from the event. The donation is made by the Timber Ridge Charitable Foundation.

Ten Michigan breweries (Arbor, Bell's, Dark Horse, Founder's, Jolly Pumpkin Artisan Ales, Leelanau Brewing, New Holland, Right Brain Brewery, Short's and Traverse Brewing) are on board with their tasty ales, wheats, IPA's and stouts. Palate-pleasing soups, sandwiches, and small plates from neighborhood eateries Mackinaw Brewing, TraVino, Freshwater Lodge, and Schelde's are on the menu. Live music from local

mainstay the Windy Ridge Boys, winter volleyball, and snowshoeing out on the trails (featuring a tented and heated trail station) round out the day's festivities.

Many brewers are excited about this pairing of snowshoeing with microbrews, as many of them have been doing it on their own for years. Some of the participants, though, are new to the beer festival scene. Owner of newly opened Right Brain Brewery in Traverse City's Warehouse District, Russell Springsteen, says that he's excited to join his first beer festival since recently opening his doors. "We are happy to kick off our tasting tours, in the snow no less, right here in Northern Michigan."

Timber Ridge Resort co-owner Kristin Levesque looks forward to the now-annual event as if it were a party with her closest friends. "The crowd that is drawn to an event like Suds & Snow is laid back, fun and looking for a good time," she smiles. "Exactly the kind of people we love to host at Timber Ridge, because that's what we do here: Provide a good time. And at Suds & Snow it's all for a good cause!"

To keep with the altruistic nature of the event, Celtic Transport will be shuttling guests at no charge *from* Timber Ridge Resort *to* several locations in Traverse City, including the downtown parking garage, Bayshore Resort, and Cherry Tree Resort and Hotel. Shuttles depart from Timber Ridge at 5:30, 6:15 and 7:00, providing safe transportation to event revelers. Private shuttle and taxi services will be available to all guests. On the list of Celtic Transport stops are some local hotels that are offering special Suds & Snow

accommodations packages, including the beautiful Bayshore Resort (call 800-634-4401 for package details) and charming Cherry Tree Resort and Hotel (800-439-3093).

Nonrefundable event tickets are \$15 in advance and \$20 at the door, while they last, and are on sale at Brick Wheels (231-947-4274) and Right Brain Brewery (231-944-1239) for cash or check only or at Timber Ridge Resort (cash, check or credit). Call the resort at (231) 947-2770 for additional ticket-selling locations or visit

www.TimberRidgeResort.net to buy them online. Purchase includes commemorative pint glass (while available), two tasting tickets, and trail pass for on-site pick up.

Additional beer and food tasting tickets are \$1 each. A limited quantity of snowshoe rentals is available at the event or in advance through Brick Wheels. Cross-country skiers are welcome. Event will proceed rain, snow, or shine.

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 rentals; family oriented activities; a banquet facility and elegant tents for weddings, events, reunions, family gatherings, 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 or call (231) 947-2770 for more information.

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