



FOR IMMEDIATE RELEASE
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Skowhegan Craft Brew Festival Back for its sixth year

SKOWHEGAN, MAINE—On Saturday, Sept. 3, Skowhegan's historic downtown will close to vehicular traffic for the annual Skowhegan Craft Brew Festival—one of the only festivals in the state to feature exclusively Maine craft beer, wine, cider, and spirits.

This annual event, back for its sixth year, regularly draws 1,300 people to Skowhegan's commercial district, with attendees coming from all over Maine, New England, and beyond. VIP tickets sold out in July, and General Admission tickets are expected to sell out the day of the event, if not before.

"The Skowhegan Craft Brew Festival has become one of the region's most popular events, drawing people from far and wide to visit our beautiful little town on the Kennebec," said Main Street Skowhegan's Executive Director Kristina Cannon. "With recent news about nearly \$7 million in grant funding awarded to Skowhegan's future river park project, we're even more thrilled to host this event and showcase all that we have to offer—now and in the future."

With 27 brewers anticipated, the event will kick off with a VIP hour at 2 p.m. featuring free local food samples and specialty brews not available during the general session. The general session will include more than 100 different Maine-crafted libations for sampling, while merchants will offer a variety of festival fare from wood-fired pizza featuring all local ingredients to pulled pork mac 'n' cheese and other indulgent delights.

Live music from solo acts Michael Reny and Adam Babcock will entertain during VIP hour. High-energy blues and classic rock band Cryin' Out Loud and fan-favorite the Rob Burnell Band will play from 3 to 7 p.m. on opposite ends of the festival.

The Skowhegan Craft Brew Festival is coordinated by nonprofit Main Street Skowhegan, and all proceeds benefit ongoing revitalization efforts in Skowhegan.

Leading sponsors include Skowhegan Savings Bank, Maine Grains, Animal Medical Clinic, Ware Butler, Butler's Car Wash, Damon's Beverage Mart, DuBois Construction, Franklin Savings Bank, Hight Family of Dealerships, Key Appliance, Short Circuit Electric, 201 Service, Maine Roof Solutions, and Redington-Fairview General Hospital.

There are limited General Admission tickets on sale now at skowhegancraftbrewfest.com. Festival organizers are encouraging people who are interested in attending to get their tickets online before sales close on Friday, Sept. 2 at 5 p.m. If any tickets are still available on the day of the event, prices will increase by \$5.

For more information, please contact Main Street Skowhegan Executive Director, Kristina Cannon at kristina@mainstreetskowhegan.org or 207-614-4078.