

MOUNT MANCELONA

Ninth Annual Winter Microbrew & Music Festival to Relocate to Historic Mount Mancelona, will Celebrate with a New Michigan Nature & Backcountry Festival Setting and Unique Weekend Activities

PRESS RELEASE, FOR IMMEDIATE RELEASE

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MANCELONA, MI, January 16, 2017 – The 2018 9th Annual Winter Microbrew & Music Festival is on the move! This year's festivities will take place on February 10, 2018, at Mount Mancelona, a historic ski hill, and lodge that sits just over a mile north of Mancelona, Michigan. This festival will offer unique activities from snowshoeing to the top for a rare tasting brewer tent to professional snowboard and ski aerial viewing while guests warm up around the giant bonfires and heated tents. There will be fewer tickets and a more intimate atmosphere but will again feature the great music and tasty brews you've come to expect from this award-winning music and food festival.

We invite brew gurus, lovers of craft beer, wine, cider, and mead, and music fans to pull on your liquid long-johns and join us under heated tents and beside roaring bonfires. The Microbrew & Music Festival will feature beer, wine, cider, and mead from craft breweries from around the state (and beyond!), acclaimed live musical acts including festival favorite Mustard Plug, The Ragbirds, Tom Zipp & The Bullpen Country Band, Slow Tako, Olivia Mainville & The Aquatic Troupe, Luke "Blue" Woltanski & His Worn-Out Soles, and many more plus local food vendors featuring Pigs Eatin' Ribs, Man & Pan Paella, Happy Tacos, Cheese & Company, and local grub, 1000 headset Silent Disco multi-stage DJ tent with 80's-90's Throwbacks and new Big Country Top Hits with DJ Susan Melton, DJ Dominate, Michigan DJs, Ski Juggler Tommy Tropic, Hula Hoopers, Fire Twirlers, Vintage Snowmobiles, Historic Trucker Snow Cat Shuttles, Snowshoe Rare Beer Trail, and more to be announced! Early bird doors will open at 2 PM and GA doors will open at 3 PM. The event will end at 8PM.

New this year is our launch of Super Fan Bus where people can "Get On The Bus" throughout Michigan in craft beer lovin' communities and experience buses presented by their favorite breweries, brewers, and bands in the top of line new 56 passenger Blue Lakes buses. Buses may include brewery films and in-depth education on the rare beers they will try on the bus and build new friendships with common Super Fans. It is BYOB on buses but we will stop after pickup at a local retailer where sourced beers will be available for all to buy and get back on the bus. Some buses will have live music in the aisles and a Silent Disco wireless dance party on the way home with classic sing-along keep the party rocking silently vibe. Look for shuttles from surrounding cities including Detroit, Ann Arbor, Grand Rapids, Traverse City, Petoskey and down, Grayling and Gaylord. Shuttles are free from Mancelona locations one mile away. Contact

us for a private tour bus options if you have a medium to big group or with questions. All Super Fans also get a safe guaranteed ride to and from the event including the 2 PM Early Bird/VIP Entry and shuttle to the Mountain door with our 1962 Tucker Snow Cat driven transport at the Mountain which is a short winter walk.

Also new this year is our Friday Feb. 9th kick-off Brewers Dinner and evening with Delilah Dewylde and her roots alt-country honkey tonk band. Delilah is a pillar in Michigan Craft Beer communities and will pair deliciously with a Brewers Dinner starting with apps, paella over inside wood fired stove and many breweries. Ticket includes concert on the new historic Mt Mancelona Lodge 150 year old barn-wood stage and this is the launch of a new story and film project called Live From The Lodge pairing Michigan Music, Michigan Beverages, Wineries and Breweries and Michigan Chefs. We will be filming and recording for a very intimate gathering. Only 40 tickets available as the rest are for the brewers, sponsors and artists coming to join the gathering.

Sam and Abby Porter, owners of Microbrew & Music Festival and Mount Mancelona, are looking forward to welcoming you to Mount Mancelona and are excited to provide a burst of energy to local and regional businesses and especially the community of Mancelona where they are dedicated to building in collaboration the youth empowerment to veterans non-profit programs and many B-Corp modeled for-profit startups developing to create jobs for the community. We are excited to share this 100+ Acre Mt Mancelona Festival and Event outdoor recreation four season venue and contact us to volunteer or apply your skills and passion to future jobs and startups.

“Our winter version of this festival is a blast and this will be the best venue since we have weeks to build the experience,” says Sam Porter. “It’s always such a pleasure to see so many good folks come together to celebrate our communities, dance, huddle around glowing bonfires, share stories and smiles, and raise a toast to the seasons of Northern Michigan.”

VIP Tickets include all festival experiences plus access to the historic Mount Mancelona lodge and live music, brew paired nibbles, and a craft beer and liquid bar experience in the lodge with brewers meet and greet. It also includes a custom tasting glass, 10 ½ pint drink tokens, private lodge, lodge restrooms, lodge atmosphere from pool table to wood-fired hot tub, and open lodge fire pit.

GA Tickets include all festival experiences, custom tasting glass, and 5 1/2 pint drink tokens.

Early Bird VIP Tickets - Sold Out

Early Bird GA Tickets - Sold Out

VIP Tickets: \$150.00, limited on sale now

GA Tickets: \$50.00, limited on sale now

Designated Driver Music Fest No Beer Only Ticket: \$25.00

Brewers Dinner February 9th Ticket \$50 includes food, music, and brews. (only

40 tickets available!)

Super Fan Bus Tickets range from \$10-\$40 and are very limited!

Tickets can be purchased online at microbrewandmusic.com or mynorthtickets.com. Attendees are strongly encouraged to purchase tickets in advance, especially with the reduced number of tickets and the festival has sold out in past years. Ticket buyers and attendees must be 21 years of age, no exceptions. Mount Mancelona is located 45 minutes from Traverse City at 2497 Ski Run Road, Mancelona, Michigan.

Complete festival details, ticket information, and announcements can be found online at microbrewandmusic.com and on Facebook at [facebook.com/microbrewandmusic](https://www.facebook.com/microbrewandmusic). The Microbrew & Music Festival is presented with additional support from Michigan brewers and community volunteers. 100% of net alcohol proceeds benefit regional nonprofits. With over 100 N. Michigan festivals and events over 12 years we have worked hard and very dedicated to supporting local businesses and creating year-round events that promote and sustain local food, beer, wine, arts, merchants, businesses, and organizations.

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Please find hi-res photos (*credit must go to Oden & Janelle Photography*) here: <http://bit.ly/2fMgtZJ>