



The Banff Craft Beer Festival

The Banff Craft Beer Festival is widely considered the World's Most Beautiful Beer Festival and will be taking place at the home of Canada's First National Park, the Cave and Basin National Historic Site.

Held partially outdoors, the #BanffBeerfest allows you to enjoy delicious Alberta made craft beer and spirits against the backdrop of the spectacular Rocky Mountains with its pristine wilderness and glacier fresh waters.

The #BanffBeerfest is more than just great spirits, great food and great beer – it's a chance to dive into the past, to seek new discoveries, and most importantly – it gives you the opportunity to choose your mountain adventure!

Some of this year's highlights include:

- Lantern Guided Cave Tours – the first 150 people to sign up each day will get to take a lantern led cave tour to see where it all began. Cave tours start 15 minutes after the doors open, and run every 10 minutes for an hour each session of the festival.
- Expanded Shuttle Service – We've heard people describe the shuttle service that takes them from Banff Ave. Brewing out to the event as the 'beginning of an adult field trip to somewhere amazing.' To accommodate demand, we have added shuttle capacity, and we are working with the Town of Banff to make traffic flow more efficient so you can enjoy more of your night at the event.
- Thursday night is locals night! – Since the event sells out every year, ABF has designated Thursday night as locals night, and right now Thursday tickets are on sale for only \$19.99.
- Having more amazing Alberta breweries and craft distilleries – the number of Alberta breweries and distilleries has expanded rapidly in the last few years, and ABF has come up with some pretty interesting ways to fit more of them into the event. You'll be able to sample from over 50 of Alberta's craft breweries, eateries and distilleries in 5 distinct areas of this historic landmark.
- Incredible live music, DJs and more all in this incredible mountain setting!

TICKETS

Online Advance Tickets: from \$19.99 to \$79.99 at www.albertabeerfestivals.com/tickets

FOLLOW-US

- Handles: **#BanffBeerfest and @ABBeerfestivals**
- Facebook: facebook.com/ABBeerFestivals
- Twitter: twitter.com/abbeerfestivals
- Instagram: instagram.com/abbeerfestivals
- Website: albertabeerfestivals.com

SUPPORTING OUR COMMUNITY

ABF is very proud to support our charity of choice this year, Rocky Mountain Adaptive.

ALBERTA BEER FESTIVALS (ABF)

At ABF, we strive to educate everyone on all things beer related! Part of what we do is promote craft beer created in our own back yard, in addition to creating a brew culture with positive experiences for everyone, and there's no better time to do this than at the Banff Craft Beer Festival!

MEDIA RESOURCES

We'd love for you to consider running a story about this epic celebration of beer, food and community as well as including it in any upcoming print, television or online event listing you may have. The following online resources will help provide everything you ever wanted to know about Beerfest:

Pictures & Video - albertabeerfestivals.com/photos-videos/banff-craft-beer-festival-gallery

Logos – www.dropbox.com/abflogos

If you require further information, have questions please contact me at tbacon@albertabeerfestivals.com or call me at 403-520-5433.

Cheers!

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