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FOR IMMEDIATE RELEASE

**The Colorado Brewers Guild and Craft Beer Colorado Collaborate;
Announce Merger.**

Colorado brewers rally to create one voice for craft brewers.

DENVER – November 7, 2016 – Brewery members of the Colorado Brewers Guild and Craft Beer Colorado have agreed to join forces and merge into one organization to represent independent Colorado craft brewers. Last week both organizations' members voted to work together. The organization will do business as the Colorado Brewers Guild and the new board will be made up of representatives from the previous boards of both organizations.

“Advocacy and marketing just got a lot stronger on behalf of Colorado craft brewers,” said Brian O’Connell, Founder of Renegade Brewing Company and board member. “There is no question that we are stronger as one.”

Current staff will remain intact through the transition. “I’m looking forward to a very dynamic 2017 for the CBG,” said Steve Kurowski, Operations Director of the guild, “the momentum is already starting to build.” The search for an Executive Director will begin soon.

One of the Guild’s leading priorities is to organize for the 2017 legislative session. “We have a lot of work to do to protect Colorado’s independent craft brewers in a rapidly changing regulatory and legislative environment,” said Chris Wright, Founder of Pikes Peak Brewing and board member. “We need to ensure all breweries in Colorado are fairly and effectively represented.”

About the Colorado Brewers Guild

The Colorado Brewers Guild (CBG) is a non-profit trade association representing Colorado craft breweries and brewpubs. CBG is dedicated to the improvement of business conditions and is an advocate for its members. CBG sponsors a variety of beer events each year designed to increase the awareness and appreciation of Colorado-brewed beer. Board members include: Brad Lincoln (Funkwerks Brewing Company), Brian O’Connell (Renegade Brewing Company), Chris Wright (Pikes Peak Brewing Company), Eric Wallace (Left Hand Brewing Company), Kim Jordan (New Belgium Brewing Company), Kristen Muraro (Ska Brewing Company), Matt Cutter (Upslope Brewing Company), Tim Myers (Strange Brewing Company), Tony Simmons (Pagosa Springs Brewing and Grill), Wynne Odell (Odell Brewing Company). *For more information about the Guild, visit www.coloradobeer.org.*