

## FOR IMMEDIATE RELEASE

### The Colorado Brewers Guild Unveils State of Craft Beer Video Project

*Project promotes the \$1.7 billion state craft beer industry*

**DENVER - Sept. 21, 2016** – Every year the Colorado Tourism Office offers marketing grants to local nonprofits to promote their industries, towns and cities. Last fall, the Colorado Brewers Guild (CBG) was a recipient of such grant, providing the organization with resources to develop a video marketing campaign.

“There is a lot of great beer made in Colorado,” said Steve Kurowski, director of operations for the CBG. “These videos show how craft beer incorporates into our communities and daily lives.”

The CBG selected five regions of Colorado to represent the entire state; Denver, Western Slope, Mountain Towns, Colorado Springs and Fort Collins. With more than 350 craft brewery licenses in 94 different cities, selecting the regions was a hard task. The regions that were selected, best represent the diversity of the state.

This project was 100 percent Colorado sourced, and produced with the majority of the talent being brewery employees. Colorado bands contributed the music, and Emily Clark, a good friend of the industry, provides the narrative in each video. These videos were produced by Tom Koliko of Traverse Image

These videos are part of the CBG’s marketing campaign, ‘Colorado, The State of Craft Beer.’ This campaign launched in 2014 with a new logo, merchandise, and new website. This campaign aims to make Colorado the epicenter of American craft brewing.

To view the videos visit [coloradobeer.org](http://coloradobeer.org). All five videos will live on the homepage of the Colorado Brewers Guild website.

“Beer is embodied into spirit of our state and our passions. It is how we celebrate, reflect, and take time for ourselves. We hope these videos provide an inside look into the hidden gems we have the opportunity to visit daily as Coloradoans, and extend an invitation to other adventurers to visit Colorado, and experience our craft beer community first hand.” said Kurowski.

#### **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. For more information about the Guild, visit [www.coloradobeer.org](http://www.coloradobeer.org).