



## Hall of Fame Hops Craft Brew Trail to Launch in March

**For Immediate Release:** March 2, 2021

**Canton, Ohio** - Visit Canton, the Stark County Convention & Visitors' Bureau, is launching a new craft brew trail in the region. The Hall of Fame Hops Craft Brew Trail begins on March 15, 2021 and continues through November 7, 2021.

There are 15 locations in Stark County, Tuscarawas County, and Holmes County participating on the mobile passport, including; Canton Brewing Company, Codex Brewing, Hoodletown Brewing Company, Lockport Brewery, Maize Valley Winery & Craft Brewery, Millersburg Brewing Company, Muskellunge Brewing Company, Paradigm Shift Brewing Company, Royal Docks Brewing Co. Foeder House + Kitchen, Royal Docks Brewing Co. Taproom + Kitchen, Sandy Springs Brewing Company, Shale Brewing Company, Shale Craft Beer + Barbeque, The Still House at Gervasi Vineyard featuring GV Craft Beer, and UnHitched Brewing Company.

The Hall of Fame Hops Craft Brew Trail passport launches on March 15, 2021. The mobile pass is delivered via text and email to the registered user's smartphone. Participants use the digital, mobile passport to check-in while visiting each of the fifteen locations. Special offers and deals are also redeemable at participating locations using the mobile passport. Passport users have the option to add the passport to their phone's home screen for one-click access similar to an app but without any download required.

Pre-registration for the craft brew trail passport is available online now at <https://www.HOFHops.com>.

Participants that use the passport to check-in at each location some time during the trail promotion period of March 15, 2021 to November 7, 2021, will automatically be entered to win prize packages. Fifteen winners will be drawn, winning packages that include gift cards, swag, and Pro Football Hall of Fame museum admission passes. One winner will receive a gift certificate for overnight accommodations at the Sandy Springs Brewers Quarters.

The first 1,000 people to complete the Hall of Fame Hops Craft Brew Trail passport receive a souvenir magnetic photo frame and magnet. Also, for each of the first 1,000 completed passports, Visit Canton is donating \$1 to the Akron-Canton Regional Foodbank.

Allyson Bussey, President of Visit Canton shares, "We are extremely excited to offer this craft brew trail to showcase the large number of awesome area breweries here in the region. It's a great way for us to help support our local restaurants and community."

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**About Visit Canton:** The Stark County Convention & Visitors' Bureau, d.b.a. Visit Canton, is funded by a lodging tax administered through the Stark County Commissioners. The organization's mission is to promote travel to Stark County and to facilitate operations that support the travel and tourism industry in Stark County.

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