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Announcing the Launch of the Passport Brew Tour

Canton, OH – In an effort to support and promote craft breweries in the county, Visit Canton is partnering with Lunar Cow Publishing's official "Passport Brew Tour." This is an official passport program that will feature 20 regional breweries in Stark, Summit, Tuscarawas, Wayne and Holmes Counties. The Passport Brew Tour is being promoted in collaboration with four regional Convention and Visitors Bureaus. More than 10,000 craft beer enthusiasts are estimated to participate in the fall brew tour.

Beer enthusiasts will visit each brewery included in the tour and enjoy the craft beers, food and music that each venue has to offer. They can pick up their official Brew Tour Passport at any participating location including the participating Convention and Visitors Bureaus. Once a qualifying purchase is made the beer enthusiast will receive a stamp in their official passport. After all 20 stamps are collected, participants will turn in their completed passport at the host brewery, Canton Brewing Company located in downtown Canton, and redeem the completed passport for their official Brew Tour t-shirt.

The Passport Brew Tour will utilize Lunar Cow's proprietary mobile app, iMap 3.0 to educate the participants on the area's points of interest and other nearby attractions. They can access the mobile interactive technology from the Passport Brew Tour's web site.

Visit Canton's VP of Marketing and Communications Tonja Marshall stated, "With the increasing interest in craft beers and the addition of several new breweries in the county, we felt an organized brew tour would be greatly appreciated by visitors. Lunar Cow President Benjamin Harris added, "The craft beer industry is booming and beer enthusiasts have become more organized and social in their consumption of craft beer. The Passport Brew Tour not only promotes local breweries but also brings the participants together and provides information on the area."

The Passport Brew Tour kicks off September 1, 2018 and must be completed by December 31, 2018. See www.passportbrewtour.com or visit our Facebook page.

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. Visit Canton facilitates operations that support a travel and tourism industry in Stark County that generates a \$1.7 billion dollar economic impact.

www.VisitCanton.com

About Lunar Cow Publishing

Lunar Cow is an award-winning, destination marketing firm providing services to the Travel and Tourism industry. We represent Chambers of Commerce and Convention and Visitors Bureau. Lunar Cow is a technology company that also provides traditional publishing services. www.lunarcow.com