



Press Release Contact

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Release Date

April 22, 2020

Virginia Craft Beer Run! Campaign Announced ***-Virtual 5K/10K Race to Kick-Off Campaign on April 24-***

RICHMOND, VA -- The Virginia Craft Brewers Guild (VCBG) announced today that it is launching the *Virginia Craft Beer Run!* – a digital campaign to promote the curbside sale, delivery and direct shipping of independent craft beer to Virginia consumers.

The centerpiece of the campaign is the new [Virginia Craft Beer Finder](#). Taprooms may be closed for socializing, but independent craft breweries are open. Enthusiasts can use the “Finder” to get curbside pick-up, delivery, or direct shipping of their favorite independent Virginia craft beer. The campaign’s tagline is “*Great craft beer makes staying home bearable!*”

To kick-off the campaign, the VCBG is hosting its first ever virtual 5K/10K race – the Virginia Craft Beer Run. The 5K/10K race runs May 1-31. Registration opens at 12 pm on April 24.

Racers have the option to register for a 5K for \$20 or a 10K for \$25. Through the month of May, racers will submit their times on a daily leaderboard. Prizes are provided by sponsors and participants will have the opportunity to register up to three times for a raffle prize. A “Virtual Tip Jar” will be available for those who would like to provide additional support – all tip jar proceeds will go to efforts to support Virginia’s independent craft beer industry.

“We’re really excited about the *Virginia Craft Beer Run!* campaign and the race. It’s easy to get bogged down by the bleakness of COVID-19 coverage on TV and social media. We’re challenging folks to unplug, get outside and enjoy themselves. Craft breweries are a social and tourism magnet in their communities, and even though tap rooms are closed, they are still open for to-go beer. Now is the time to support Virginia’s independent craft breweries,” said Ian Ginger, Executive Director, Virginia Craft Brewers Guild.

The effects of COVID-19 restrictions have hurt Virginia’s independent craft breweries. The *Virginia Craft Beer Run!* campaign and kick-off virtual 5K/10K race will restore some normalcy to people’s lives and help independent craft breweries through the crisis and into recovery.

Interested runners can go to www.virginiacraftbrewers.org/vacraftbeerrun/ for more information and to register for *the Virginia Craft Beer Run*.

About Virginia Craft Brewers Guild

The Virginia Craft Brewers Guild (VCBG) was formed with the mission to create the best environment in the United States for independent craft beer businesses to manufacture and headquarter their operations. The VCBG is an affiliate of the Virginia Manufacturers Association and the state affiliate of the Brewers Association. For more information about the VCBG, visit www.virginiacraftbrewers.org.