



Inspired Brewing®

## FOR IMMEDIATE RELEASE

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## Registration for Bell's virtual 5K is open, will help support To Write Love on Her Arms

COMSTOCK, Mich. - Employees of Bell's Brewery are lacing up to Run Hoppy; for the first time, Bell's beer fans are invited to join in!

Bell's Run Hoppy 5K & Stroll, originally a Bell's employee wellness event held annually at its Comstock Brewery, has gone virtual.

This year's race is open to the public (those 21 and up). Participants can run (or walk) their 5K the week of Sept. 28, 2020. [Registration is now open.](#)

For this year's Run Hoppy 5K & Stroll, a portion of proceeds will go to support [To Write Love on Her Arms](#), a non-profit dedicated to presenting hope and finding help for people struggling with depression, addiction, self-injury, and suicide. TWLOHA exists to encourage, inform, inspire and also to invest directly into treatment and recovery.

"Giving back to the communities we sell our beer in is an important aspect of all of our partnered events. It is one of our guiding principles," Larry Bell, Bell's President and Founder said.

The virtual race follows in the footsteps of this year's Oberun 5K. That annual race also went virtual this year because of the COVID-19 pandemic. This year's Oberun helped raised money for [Karen's Trail](#) and the construction of a 70 mile trail system in Michigan with race partner Running Fit Events.

Registration for Run Hoppy opened Aug. 28 with two pricing options for those who want to participate. For \$35, racers will receive a finisher's medal and race shirt. There will be no cost to those who do not wish to receive either piece of swag and just want to run or walk.

All racers will receive access to an exclusive Facebook community and content, a custom bib to print out at home to use for their run or walk, a digital finisher certificate and a one-time online discount code for 15% off all branded wearables and glassware at Bell's General Store. Race week challenges are also planned to help keep participants motivated and have fun.

"Run Hoppy has been an incredible event for us in the past and going virtual allows us to continue offering this benefit," Sara Burhans, Bell's Wellness Coordinator said. "Being able to open this up to a wider audience of Bell's fans and enthusiasts takes this event to another level."

"We hope this virtual race will help people stay inspired and feel part of a larger group with a common goal," she added.

Physical, emotional, social and financial wellness are all cornerstones of how Bell's approaches its employee benefits program. Bell's was a winner in [this year's Governor's Fitness Awards](#) presented by the Michigan Fitness Foundation and Governor's Council on Physical Fitness, Health and Sports.

#### **Key dates for Bell's Run Hoppy 5K & Stroll 2020:**

- Aug. 28: Registration opens
- Sept. 18: Last day to register and receive t-shirt and medal
- Sept. 28: Run Hoppy Race Week begins
- Oct. 2: Last day to register.
- Oct. 3: Final day to run and submit finish time (required to receive swag).

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Images can be downloaded here: <https://bit.ly/31Jr2Tl> | Password: **runhoppy**

#### **ABOUT BELL'S BREWERY**

Bell's Brewery, Inc. began in 1985 with a quest for better beer and a 15 gallon soup kettle. Since then, we've grown into a regional craft brewery that distributes to 41 states (Oklahoma distribution will begin soon), in addition to Puerto Rico and Washington DC. The dedication to brewing flavorful, unfiltered, quality craft beers that started in 1985 is still with us today. We currently brew over 20 beers for distribution as well as many other small batch beers that are served at our pub in Kalamazoo, the Eccentric Cafe. Our ongoing goal is to brew thoughtfully, creatively and artistically. 100% family-owned and independent, we strive to bring an authentic and pleasant experience to all of our customers through our unique ales and lagers. For more information, please visit [bellsbeer.com](https://bellsbeer.com).