



Inspired Brewing®

## FOR IMMEDIATE RELEASE

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# Bell's Brewery announces it will continue as title sponsor of the Bell's Beer Bayview to Mackinac Race through 2019

COMSTOCK, Mich. – Bell's Brewery, Inc. will return as the title sponsor of the Bell's Beer Bayview Mackinac Race for another two years.

The 94th annual race from Port Huron to Mackinac Island will set sail on July 14, 2018, marking Bell's eighth year as presenting sponsor of the longest, consecutively-run freshwater race in the world.

"We are extremely proud to continue to sponsor this race," said Larry Bell, president and founder of Bell's Brewery. "It has a huge, positive impact on local economies, gives back to our community and puts a spotlight on an incredible treasure that we should all work to protect, our Great Lakes."

More than 2,000 sailors participated in this year's race on more than 200 boats. The economic impact of the race on the Port Huron and Mackinac Island communities is estimated between \$30 and \$59 million, making it one of the premiere events hosted in the state of Michigan and one with major economic impact to numerous Michigan businesses, especially those in the tourism industry.

"We have been tremendously fortunate to have Bell's Beer as the title sponsor for the Bell's Beer Bayview Mackinac Race," said Hans Brieden, 2017 Bayview Yacht Club Commodore. "The entire company has embraced the race and is valued partner to Bayview Yacht Club, the sailors and the community. We look forward to the next two years and what's next for the race with Larry, Laura and Bell's by our side."

More than 75,000 sailing fans, families and partygoers were expected to attend a variety of events in Port Huron leading up to the start and festivities on Mackinac Island this week.

A partnership with the Alliance for the Great Lakes was also added this year. Along with its continued support for Set Sail for Autism, the Bell's Beer Bayview to Mackinac Race continues to support organizations that focus on giving back to the community and promote good stewardship of our resources.

For more information and for updates, keep an eye on Bell's website, [bellsbeer.com](http://bellsbeer.com), or join them on social media.

**IMAGES AVAILABLE HERE: <http://bit.ly/BellsBayviewPress>**

### **ABOUT BELL'S BREWERY, INC.**

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 employs more than 500 people over a 31 state area, 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](http://bellsbeer.com).

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