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“HOPTOBERFEST” TO CELEBRATE LOCAL BREWERIES AND BREW PUBS
Beer and blues festival to feature Grand Rapids-area breweries and blues legend Lonnie Brooks

Grand Rapids, Mich. (August 16, 2011) – HopCat and Barfly Events today announced Grand Rapids’ own version of Oktoberfest: “HoptoberFest,” an outdoor beer and blues festival on the city’s downtown streets **Saturday, Oct. 15, 2011 from 2 to 11 p.m.** The inaugural event will close Ionia St. SW between Weston St. and Oakes St. for a daylong showcase of local Grand Rapids breweries and well-known blues acts.

“The success of our St. Patrick’s Day event, Irish on Ionia, inspired the concept for a fun new beer festival downtown. It’s the perfect opportunity to team with other local breweries and highlight the variety of choices this area offers in craft beer,” said BarFly Ventures owner Mark Sellers. BarFly Ventures operates downtown Grand Rapids bars HopCat, Stella’s Lounge, The Viceroy, and McFadden’s, and is part owner of The Pyramid Scheme, a live music venue. “We expect nearly 5,000 people to come downtown and enjoy local craft beer, blues music, and great food.”

Signature beers from Grand Rapids-area breweries will be on tap for sale. To date, participating breweries include HopCat, Founders Brewing Company, Brewery Vivant, The Hideout Brewing Company, White Flame Brewing Company, and Schmohz Brewing Company. In addition to these breweries, HoptoberFest will feature a German beer garden, a HopCat food tent, local artists displaying their work, and a blues lineup featuring the legendary Chicago bluesman Lonnie Brooks as headliner. Other acts include Big James and the Chicago Playboys, Stacy Mitchhart, and Rob Blaine’s Big Otis Blues.

Tickets will be available for \$10 beginning in early September at TicketWeb.com and at some participating local breweries, including HopCat and others. Tickets purchased on the day of the event will be \$15.

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