



BEERHURST
AT
DEERHURST
CRAFT BEER FESTIVAL

-WITH-
SPECIAL GUEST DWAYNE GRETZKY
MARCH 6-8 | 2020

MEDIA RELEASE

GET READY FOR BEERHURST-at-DEERHURST

Toronto Band Dwayne Gretzky to Headline Muskoka's Newest Craft Beer Festival

HUNTSVILLE, Ont. January 24, 2020 . Who says you have to wait until May 2-4 to crack open Muskoka-time? On March 7, 2020 some of Ontario's finest craft breweries are getting a jump on the cottage country bandwagon and heading north for the first ever BEERHURST-at-DEERHURST, a new craft beer festival hosted by and at Deerhurst Resort. Of course, several of the breweries are also located in Muskoka and area, adding to the 'up north' vibe of the event, which will be headlined by Dwayne Gretzky, Toronto's popular live music collective.

"Craft beer and live music know no boundaries when it comes to seasons," says Deerhurst Resort General Manager, Jesse Hamilton. "After putting together the Deerhurst Beer Bus package last fall where guests were shuttled to local breweries - which sold out in a heartbeat - we wanted to expand the fun with a full blown craft beer festival and bring all the breweries together here in one place."

BEERHURST-at-DEERHURST takes place Saturday, March 7th from 6pm - 12am. Festival goers will get to sample crafts brews and spirits from about 20 producers. Classic festival fare will also be served at food stations throughout the festival venue. All food and beverages will be available by purchasing "Brews & Food" tickets. The Dwayne Gretzky band will then take the stage at 9pm to kick the party into high gear.

"Who better to make this festival a massive party in Muskoka than Dwayne Gretzky?" continues Hamilton. "They brought the house down here last holiday season so we knew they'd be perfect for this event."

Participating breweries so far include: Muskoka Brewery, Canvas Brewing Co., Highlander Brew Co., Lake of Bays Brewing Co., Sawdust City Brewing Co., Whitewater Brewing Co., Georgian Bay Spirit Co., Lost Craft Brewing Co., Flying Monkeys Craft Breweries, Collective Arts Brewing, Boshkung Brewing Co., Barnstormer Brewing & Distilling Co., Rainhard Brewing Co., Gateway City Brewery, Katalyst Brewing Company, Blackfly Spirit Beverages and The Craft Brand Co.

Deerhurst Resort is offering a two-night weekend package which includes accommodation, a Friday night VIP Pre-Party hosted by Muskoka Brewery, guided snowshoe hike and yoga class, Beerhurst beer glass, two 'Brews & Food' tickets and admission to the Saturday night festival and Dwayne Gretzky concert party, all from just \$239 per person, based on double occupancy. Tax and a nightly resort fee, which provides access to cross-country skiing, snowshoeing, ice-skating and other benefits, are extra. A one-night package option is also available.

For the local Muskoka market, tickets for the Saturday night event cost \$65 plus tax and include event admission, Beerhurst beer glass, two 'Brews & Food' tickets and the Dwayne Gretzky concert party. Advance tickets are required and can be [booked online](#).

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GET READY FOR BEERHURST-at-DEERHURST - MEDIA RELEASE

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So if you love beer and you love beer IN Muskoka, plan to make tracks to BEERHURST-at-DEERHURST. Age of majority required. For more information or to book online go to deerhurstresort.com/craft-beer-festival or call 1-800-461-4393.

#beerhurst
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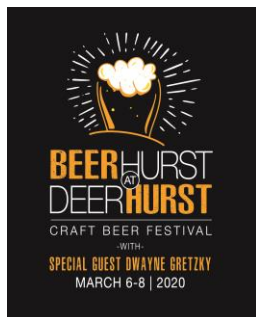
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ATTACHMENTS:

Featuring these fine breweries & spirit companies... and more to come!



Beerhurst confirmed partners as of January 23, 2020



Event graphics with weekend package dates (event date is March 7)

...see next page



Deerhurst Resort - Entrance in Winter



Dwayne Gretzky band image