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Contact: Doug LaPlaca, Visit Bend, 541-382-8048, doug@visitbend.com
Lynnette Brailard, Visit Bend, 541-382-8048, lynnette@visitbend.com

VISIT BEND LAUNCHES THE 'BEND ALE TRAIL'

Tourism Development Program to Promote Bend's Craft Brewery Culture

(BEND, Ore.)— Known throughout the world as one of the top outdoor recreation meccas, Bend, Oregon has now also emerged as one of the premier craft brewery capitals of the United States. In celebration of Bend's beer culture and in an effort to attract more beer-loving tourists to the city, Visit Bend has introduced the 'Bend Ale Trail' - a multi-faceted, interactive tour of the city's craft breweries.

"Bend's craft breweries now rank among the favorite attractions of visitors to Central Oregon," said Doug La Placa, President and CEO of Visit Bend, the city's tourism bureau. "Bend's world-class beer culture is an excellent complement to the region's renowned outdoor recreation and highlighting it is the logical next step in diversifying our tourism offerings."

A 2009 Bend tourism research project conducted by RRC Associates indicated that 28% of summer visitors to Bend visited a brewery during their stay - placing brewery visits as the fifth most enjoyed tourist activity behind hiking, dining, shopping and biking.

“The craft brewing and the tourism industries are both critical pillars of Bend’s economy,” said Gary Fish, president and proprietor of Deschutes Brewery, Bend’s first and largest brewery. “The Bend Ale Trail is the first cooperative destination marketing effort aimed specifically at growing these sectors of our economy.”

The Bend Ale Trail is a collaborative multi-faceted program between Visit Bend and eight of the region’s top craft breweries: 10 Barrel Brewing Co., Bend Brewing Company, Cascade Lakes Brewing Co, Deschutes Brewery, McMenamins Old St. Francis School, Silver Moon Brewing, Boneyard Beer and Three Creeks Brewing Co. The Bend Ale Trail will feature a variety of elements to attract travelers and locals alike, including:

Trail Map and Passport Program: The Bend Discovery Map will serve as the official printed map of the Bend Ale Trail. In addition to serving as a navigational tool to each of the breweries, the Bend Discovery Map includes the “Bend Ale Trail Passport” that visitors can have stamped at each of the breweries verifying their visit. When guests who have visited the breweries bring a Bend Ale Trail Passport to the Visit Bend Welcome Center that reflects stamps from the seven breweries in Bend, they will receive a commemorative Silipint® a folding silicone pint glass for beer drinkers on the go. If guests complete the “extra credit” by visiting Three Creeks Brewery in Sisters, they will receive an additional prize.

iBend Tour Applications: In collaboration with Sidestreet Maps, Visit Bend is creating an iPhone and Android Phone compatible interpretive guide that provides an insider’s look at Bend’s beer culture. The Bend Ale Trail iBend Tour download will be available at no cost at www.bendaletrail.com.

Online Portal to Bend’s Beer Culture: In addition to the Bend Discovery Map and the Bend Ale Trail smart phone application, the Bend Ale Trail website will serve as a content rich web portal for all things related to Bend’s beer culture. This website component will include links and listings to all area businesses and resources related to Bend’s beer culture, and will include detailed information about the Bend Ale Trail. The website also offers a

downloadable Bend Ale Trail Passport and a printable map. Up to date information and inside scoops can be found by following [@BendAleTrail](#).

Guided Tours: For visitors who are looking for a guided tour of the Bend Ale Trail, The GETIT Shuttle will be offering guided tours using bicycle pedicabs, or for larger groups the GETIT Shuttle bus. For reservations with GETIT by Green Energy Transport, call (541) 610-6103.

Special Offers: Many of the Central Oregon breweries are offering a variety of special deals and discounts for those who mention The Bend Ale Trail when ordering.

The official logo of the Bend Ale Trail (as seen at the top of this press release) was designed by Paul Leighton of Steller Design in Bend. Paul's logo was chosen as the winning entry in a logo contest conducted by Visit Bend to find the perfect logo for the trail dedicated entirely to beer. Paul received \$500 and a commemorative Bend Ale Trail Silipint® for winning the logo contest.

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor Guide to Bend, contact Visit Bend at 800-949-6086 or visit www.visitbend.com.

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