FOR IMMEDIATE RELEASE:

Stormcloud Brewing Company Celebrates Five Years of Business in Frankfort

FRANKFORT, MI (June 8, 2018) - This June is the fifth anniversary of Stormcloud Brewing Company opening for business in Frankfort. The northern Michigan brewery will celebrate its "Beerthday" on Saturday, June 16 with two fundraising events plus a party in Stormcloud's downtown pub. Both fundraising events will raise money and awareness for the Betsie Valley Trail, a 22-mile pathway for bikers and hikers stretching across Benzie County.

For a third year in a row, Stormcloud will host a Fun Ride / Walk on the Betsie Valley Trail. The Fun Ride / Walk begins at Penfold Park, near the Betsie Valley Trailhead in Elberta, and ends in downtown Frankfort at Stormcloud. For each participant, Stormcloud will donate $5 to the Friends of the Betsie Valley Trail, a non-profit organization that oversees development and operation of the trail. The event starts at 3pm with free hot dogs, beverages, express bike tune-ups, and live music at Penfold Park, followed by the Fun Ride / Walk at 4pm. Participants can dress in costumes and decorate their bikes for a chance to win Stormcloud prizes. Benzie Bus will provide rides from Stormcloud to Elberta. **Video:** 2017 Fun Ride / Walk & Beerthday Bash.

In addition, Stormcloud is hosting a fundraising event in its pub to benefit the Betsie Valley Trail. 50% of all pub sales between the hours of 5-7pm will be donated to the non-profit organization. Both fundraisers are part of the brewery's *Stormcloud Builds Community* initiative.

As part of *Stormcloud Builds Community*, Stormcloud Brewing Company selects one charitable organization making a difference in northern Michigan to share its message with customers and help raise funding for its efforts. To date, *Stormcloud Builds Community* has helped support 22 non-profit organizations in northwest lower Michigan.

Stormcloud Brewing Company will also celebrate its big day with a "Beerthday Bash" at its pub complete with beer can chicken on the grill, free beer cake, and live music from Darin Larner Jr. at 6pm and Blue Footed Booby at 8pm. To learn more, visit Stormcloudbrewing.com/beerthday.

About the Friends of the Betsie Valley Trail
The Friends of the Betsie Valley Trail (FBVT) is a Michigan not for profit corporation formed in 1993 to advocate, promote and encourage the development and successful operation of a recreational trail on the former Ann Arbor Railroad corridor in Benzie County. Learn more at betsievalleytrail.org.

About Stormcloud Brewing Company
Stormcloud Brewing Company opened in June 2013 just two blocks from Lake Michigan in the

coastal city of Frankfort, located in northwest lower Michigan. A small brewery specializing in Belgian-style brewing, Stormcloud offers 16 taps in addition to a full menu of flatbread pizzas, small plate appetizers, soups and salads, sandwiches, and specialty popcorn. In August 2016, Stormcloud was named the [Best New Brewery in Michigan](#) by MLive Media Group. In June 2017, Stormcloud was named [Best Local Brew Pub or Tap Room](#) by the readers of Traverse Magazine. Stormcloud Brewing Company is a proud member of the [Michigan Brewers Guild](#) and [Lakeshore Brewers Guild](#). Visit Stormcloud online at [Stormcloudbrewing.com](#).

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