



FOR IMMEDIATE RELEASE

April 4, 2016

## **Muskoka Brewery celebrates 20 years with Bring It Back Contest**

Fans vote to bring back their favourite Muskoka brew

ONTARIO – Who doesn't love a throwback? In celebration of their 20th anniversary this summer, Muskoka Brewery is hosting a social media contest where fans can vote to bring back one popular beer from their archive.

Starting April 7, Kristallweizen, Pilsner Light, Honey Lager, and Dark Ale will all have the opportunity to rise again (or rather, be brewed again!) in a "Bring It Back" showdown hosted on Muskoka Brewery's [Facebook Page](#).

"Over the years, these are the beers that fans have asked us about the most - especially Pilsner Light and Dark Ale," says Gary McMullen, founder and president of Muskoka Brewery. "We thought it would be fun to bring one back as a way to include Muskoka fans in our anniversary celebrations and thank them for their support."

From Thursday, April 7 to Thursday, April 21, two beers will face-off weekly in a #TBT challenge (a.k.a. Throwback Thursday) on Muskoka's Facebook page. Fans will vote for the beer that makes it through each week and will be entered into a random draw to win a Muskoka Brewery anniversary prize pack for participating.

The last beer standing will be brewed in May and sold exclusively at the brewery retail store this summer (June – August) in celebration of Muskoka's 20th anniversary.

### **About Muskoka Brewery**

Nestled in the heart of Muskoka Region, Muskoka Brewery handcrafts premium beers as unique and refreshing as the region they're from. Founders Gary McMullen and the late Kirk Evans opened Muskoka Brewery in Bracebridge, Ontario, in 1996 with their flagship Muskoka Cream Ale. Today, the brewery employs a passionate team of craft beer lovers over 100 strong and is one of the fastest-growing craft breweries in Canada, with an award-winning beer portfolio and the spirit of the Canadian outdoors. Find out more at [muskokabrewery.com](http://muskokabrewery.com). Venture off the beaten path by liking the Muskoka Brewery [Facebook](#) page and following Muskoka Brewery on [Twitter](#), [Instagram](#) and [Tumblr](#).

Don't forget to stop by and visit our brewery in Bracebridge (1964 Muskoka Beach Road) for a free tour and speciality beers only sold in our Tap Room.

### **For further information, please contact:**

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