



FOR IMMEDIATE RELEASE

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Muskoka Brewery Expanding WNY Promotions in Time for Summer 2016

Ontario-based brewery is celebrating 20th anniversary and successful arrival in Buffalo

Buffalo, New York – Muskoka Brewery is announcing a series of summer 2016 activities and promotions to celebrate its 20th anniversary year and ongoing expansion in the Western New York market.

Headquartered across the border in Muskoka, Central Ontario, Canada, the environmentally conscious brewery plans to continue integrating into the Buffalo Niagara regional craft beer scene, while kicking-off summer in Western New York with a variety of events to engage with the local community.

The brewery's flagship gatherings will be "Muskoka Mondays at Canalside," commencing on Monday, June 6 at 4 p.m. The weekly happy hour sessions will be held in the beer garden at Canalside with live music, samples of Muskoka beers, giveaways and more.

"We truly believe in being a visible part of the communities that we serve and connecting with those individuals who appreciate and are interested in our products," said Gary McMullen, founder and president of Muskoka Brewery. "Much like Muskoka, Canada, the Western New York area buzzes with excitement in the summertime. While residents are enjoying the favorable weather along the revitalized waterfront, we want to make sure we're providing even more fun and yet another reason for them to get outdoors!"

Additional Muskoka events this summer include:

- **20th Anniversary Event:** Slated to take place Thursday, May 26 at Ballyhoo, the anniversary party will bring together select craft beer aficionados to celebrate 20 years of Muskoka craft beers.
- **Hopped Up Happy Hour:** Muskoka will host a monthly happy hour for several Buffalo-based businesses on the third Wednesday of each month, beginning in June and running through September.
- **Consumer's Craft Cruiser Experience:** Muskoka has booked several reservations on the Consumer's Craft Cruiser megacycle to host "Meet the Brewer" tours in the vicinity of Canalside. Muskoka/Craft Cruiser rides will take place on the third Wednesday of each month, beginning in June and running through September. Muskoka will select participants through prize giveaways, possible in-store sweepstakes, and other promotions.

In addition to Muskoka's community events, the brewery plans on giving back to the Buffalo community by linking up with Buffalo Niagara Riverkeeper.



“We’re pleased to share that we’ll be connecting with Buffalo Niagara Riverkeeper to support their mission to protect the quality of local watersheds. Their work is vital to maintaining one of Buffalo's most valuable assets,” said McMullen. “The partnership is a natural fit for us, as water is a key ingredient of beer and restoring the environment is key for Muskoka.”

Throughout the year, Muskoka plans to enlist local chefs to host beer dinners and create recipes using their unfiltered beer.

Muskoka Brewery entered the Western New York market in 2015 and has seen significant growth and success in a short time.

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About Muskoka Brewery

Celebrating 20 years of craft brewing, 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 140 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 and venture off the beaten path by liking the Muskoka Brewery [Facebook](#) page and following Muskoka Brewery on [Twitter](#), [Instagram](#) and [Tumblr](#). Stay up-to-date on all anniversary news by following #Muskoka20th.

For further information, please contact:

Mandi Hargrave
705.380.5458

mandi.hargrave@muskokabrewery.com