



May 2016
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**You're Fit... But Are You BeerFit?
Running Race Series Brings Traveling Celebration to 25 Cities in 2016**

The promise of a cold beer with friends at the end of a sweaty run is the wind at the back of many a runner. If the crisp sound of a can of beer opening and the satisfying clink of glasses toasting to a drink well-earned is your driving force in the final mile of a run, you might just be BeerFit.

From the formation of the Hash House Harriers in 1938, a group that dedicated itself to the simple pursuit of running with friends and earning one's beer, to the advent of the Beer Mile in the 1980s, the marriage of beer and running is the sport's most enduring love story. Today, the BeerFit running series marks a new chapter in the history of this storied relationship with an event created for those who value 6-pack abs and a 6-pack of beer equally.

BeerFit turns road racing from a hyper-competitive solitary endeavor into an energetic, suds-fueled, celebration of the sport, offering participants the chance to race with a feeling of camaraderie and the opportunity to take themselves a little less seriously. With shared goals of spending time with friends on the race course and making new ones at the well-earned post-race celebration, BeerFit runners are the next generation of fun run participants.

This year, BeerFit is bringing the celebration to more than 25 cities across the country with two race options in each location. Participants in **The Brew Mile** will take off on a one-mile course complete with beer stations along the route. Those runners interested in testing their speed against the clock can register for **The 5K Classic**, a chip-timed race with optional beer along the way. Both races finish with the BeerFit after-party, featuring music, games, and of course, plenty of beer.

"BeerFit events celebrate the runner, their efforts, and the satisfaction that comes from sharing a post-run cold one among friends old and new," says founder Marc Hodulich. "There is no better way to combine two of these great pleasures than a BeerFit event."

BeerFit's mission extends beyond the buzz. The race series raises funds for Water.org, which brings clean drinking water to the more than 1 billion people in the world that need access to it. A portion of the proceeds from all BeerFit events is dedicated to supporting this national charity partner.

“We created the BeerFit running series not only to celebrate the story of running and beer, but to add to it,” says Hodulich. “We want to remind the running community that the best way to quench the thirst that running creates is with an ice cold beer. BeerFit gives runners a great outlet to celebrate that relationship with a few thousand like-minded people.”

The BeerFit running series is headed to cities across the country in 2016. We invite you to lace up, join the run, raise a glass, and Just Brew It.

For More Information:

www.runbeerfit.com

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