



FOR IMMEDIATE RELEASE

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### First-of-its-kind initiative brings breweries together for clean water

Chattahoochee Riverkeeper (CRK) is proud to announce the Quality Beer Tour, a groundbreaking initiative involving seven breweries throughout the Chattahoochee watershed. Together, these local breweries are teaming up to support CRK's programs to protect the water used to create their beers.

Each month from March through September, one brewery will create a limited-edition beer and its sales will benefit the organization's mission of keeping watch over our waters. Breweries have also stepped up to host trash cleanups, paddle trips, and outings – all to help raise awareness of the worthy cause.

The Quality Beer Tour will highlight a different brewery each month, starting with Cherry Street Brewing in March 2020. Left Nut Brewing Co. will lead efforts in April, followed by Wild Leap Brew Co. in May, Steady Hand Beer Co. in June, Terrapin Taproom's ATL Brewlab in July, Pontoon Brewing Company in August, and Reformation Brewery in September.

"We're pulling water directly from the source that we're going to do this cleanup effort in." said Nick Tanner, owner of Cherry Street Brewing, who will host their cleanup on Saturday, March 7. "Breweries stem around water sources, and water is the lifeblood of the brewery. The cleaner the water, the better the beer."

The tour will conclude at the first-ever Quality Hooch Fest on Saturday, October 10, 2020 at Riverview Landing, located on the banks of the Chattahoochee River in Smyrna, Ga. In addition to experiencing live music, films, local vendors, a silent auction, local restaurant fare, a gear expo and panels with industry professionals, Quality Hooch Fest guests will vote to crown the best-tasting beer of the Quality Beer Tour.

The Quality Beer Tour is a part of a joint effort from Chattahoochee Riverkeeper and The Orvis Company called Quality Hooch, which began in 2016 and aims to achieve a forever clean and

sustainable Chattahoochee River. So far, the Quality Hooch campaign has raised \$80,000 to support Chattahoochee Riverkeeper's mission.

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*Chattahoochee Riverkeeper's mission is to protect and preserve the Chattahoochee River, its lakes and tributaries for the people, fish and wildlife that depend upon it.*

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