



FOR IMMEDIATE RELEASE:

Stormcloud Brewing Company Leads Second Year of County-Wide Lakeshore Cleanup

FRANKFORT, MI (July 19, 2023) - For the second year running, Stormcloud Brewing Company's Keep Benzie Beautiful initiative is leading a lakeshore cleanup, this year on Saturday, August 26, 2023. The goal of this endeavor is to clean up the entire shore of Lake Michigan within the limits of Benzie County.

"We are humbled by and so proud of our community for the support and involvement that the inaugural Keep Benzie Beautiful Lakeshore Cleanup brought about last year," shares Bri Mathias, Stormcloud's Special Events Coordinator. "This year, we decided to move the event to August to potentially collect more of the trash that accumulates over the summer. We look forward to getting to know even more members of our incredible community and doing our part to keep our little slice of heaven on earth clean and beautiful."

Last year, volunteers were an integral part of making the event a success, and it will undoubtedly be the same this year. All necessary supplies will be provided, and volunteers will receive free merchandise. Afterwards there will be an after party open to the public at Stormcloud's Parkview Taproom, which will also be a fundraiser for the Grand Traverse Regional Land Conservancy. For those interested, volunteer registration officially opens on the Stormcloud website starting August 1.

Private property owners along the Lake Michigan shore are also encouraged to participate in cleaning their lakeshore area, but need not worry about volunteers trespassing on their property—volunteers will remain within designated cleanup boundaries.

More information about the Keep Benzie Beautiful Lakeshore Cleanup can be found at the Stormcloud website. Additionally, a Stormcloud representative can be reached for questions and concerns via email: stormy@stormcloudbrewing.com or via phone: (231) 352-0118 ext. 616.

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-inspired brewing, Stormcloud's downtown pub offers 16 taps in addition to a full menu. In 2018, Stormcloud expanded brewing operations

with the opening of a nearly 13,000 square-foot production brewery, located on the east side of Frankfort near the gateway arch on M-115. The brewery is home to Stormcloud's Parkview Taproom, which features 12 taps, indoor/outdoor seating, and an outdoor beer garden with space to host food trucks. Stormcloud currently distributes to 50+ counties across Michigan. In 2022 they were named the USA Beer Ratings Brewery of the Year.

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