



STORMCLOUD

BREWING COMPANY

FOR IMMEDIATE RELEASE:

3rd Annual Stormcloud Gong Show Revives Classic Talent Contest

FRANKFORT, MI (March 8, 2019) - Stormcloud Brewing Company is celebrating a classic television talent show and raising money for a community non-profit organization. *The Stormcloud Gong Show* returns Saturday, March 16 at Stormcloud's pub in downtown Frankfort. The amateur talent contest invites contestants to perform a unique act to a live audience, with two competitors claiming prizes from Stormcloud and Frankfort's historic Garden Theater.

A percentage of Stormcloud's pub sales during the event will be donated to Grow Benzie, a non-profit farmstead and community center dedicated to enriching the lives of Benzie County residents. Grow Benzie Executive Director Josh Stoltz will host the event, which is a parody of the popular 1970s game show, *The Gong Show*, hosted by Chuck Barris. In the original competition, contenders performed novelty acts for celebrity judges. If a judge considered an act to be bad, the judge would strike a large gong, forcing the contestant to stop their act. The final contestant to avoid being gonged was awarded a cash prize.

The final two contestants to avoid the gong at *The Stormcloud Gong Show* will be awarded a **Year of Beer** from Stormcloud or a **Year of Movies** from The Garden Theater. *The Stormcloud Gong Show* gets underway Saturday, March 16 at 8pm. View photos from past Stormcloud Gong Shows and sign-up to become a contestant by visiting: Stormcloudbrewing.com/gong.

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-style brewing, Stormcloud offers 16 taps in addition to a full menu of flatbread pizzas, small plate appetizers, soups and salads, sandwiches, and specialty popcorn. In August 2016, Stormcloud was named the [Best New Brewery in Michigan](#) by MLive Media Group. In June 2017, Stormcloud was named [Best Local Brew Pub or Tap Room](#) by the readers of Traverse Magazine. Stormcloud Brewing Company is a proud member of the [Michigan Brewers Guild](#) and [Lakeshore Brewers Guild](#). Visit Stormcloud online at Stormcloudbrewing.com.

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