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PBS39 - WLVT

## **PBS39 MicroBrew Festival Raises Over \$30,000 for local PBS Station**

First-Year Event Attracts Over 1,000 Beer Enthusiasts



[BETHLEHEM, PA] June 6, 2011 - Nearly 1,100 beer lovers attended the PBS39 MicroBrew Festival on Saturday, June 4<sup>th</sup> at Coca-Cola Park – raising over \$30,000.00 for PBS39, the Lehigh Valley’s local PBS public media station.

Brewers from our area and beyond tapped nearly 100 different microbrews ranging from seasonal selections like Lancaster Brewing Company’s Strawberry Wheat and Barley Creek’s Chocolate Porter; to the more traditional like Weyerbacher’s Merry Monks Belgian Triple and Fegley’s Hefeweizen.

The festival also had a juried component, wherein 4 judges rated festival brews in 7 different categories. The judge panel was composed of the following: Ed Sieger, beer columnist from the Express-Times, Kevin Campbell, David Willard, and Ryan Wieand from the Lehigh Valley Home Brewers Association.

### **Results of Best Brews Competition:**

**Best Hybrid:** Strawberry Wheat by Lancaster Brewing Company, Lancaster, PA

**Best IPA:** Yakima Glory by Victory Brewing Company, Downingtown, PA

**Best Lager:** Young Allons Lager by Golden Avalanche Brewing Company, Kutztown, PA

**Best Pale Ale:** Hop Hazard by River Horse Brewery, Lambertville, NJ

**Best Porter:** Chocolate Porter by Barley Creek, Tannersville, PA

**Best Wheat:** Double BW by Boak's Beer, Pompton Lakes, NJ

**Best Belgian:** Merry Monks by Weyerbacher Brewing Company, Easton, PA

"We are thrilled that so many people came out to support PBS39 this weekend – we will definitely be hosting another MicroBrew Festival next spring and plan to make this an annual fundraising event for years to come," said Patricia Simon, President and CEO of PBS39.

This first-year event attracted a wide spectrum of beer drinkers ranging from aficionados from Allentown, Bethlehem and Easton to a ticketholder who came as far as Germany, who happened to be visiting a son living in the Lehigh Valley.

The festival also included gourmet cooking demonstrations by IronPigs Executive Chef, Jan Giejda; and live music by Olympus Corporate Band, Peripheral Vision.

**For photographs from the event, please visit:**

<http://www.flickr.com/photos/pbs39/sets/72157626776102767/>

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**Agency Profile:** PBS39 is a community-owned public television station licensed to Allentown, Bethlehem, and Easton, serving eastern Pennsylvania and western New Jersey. PBS39 is owned and operated by the Lehigh Valley Public Telecommunications Corporation.