PRESS RELEASE

FOR IMMEDIATE RELEASE

**Pursue Your Hoppiness in the Endless Mountains of Northeastern PA**

**September 18, 2019-** September is Pennsylvania Craft Beer Month, and the Endless Mountains Visitors Bureau is spreading the word to “Pursue Your Hoppiness”.

The “Pursue Your Hoppiness” slogan and logo is a statewide initiative designed to bring attention to the growing popularity of the craft beer industry, as well as to celebrate the hard work and dedication of the brew makers themselves.

The visitors bureau is encouraging the public to join the celebration by visiting local breweries and experiencing the distinct tastes of brews and ciders made in the Endless Mountains.

Nimble Hill Winery & Brewing Company has a tasting room on Rte. 6 East, on the fringe of downtown Tunkhannock. It is family owned and one of the first wineries to become a combined winery/brewery in the state. Learn the story behind Nimble Hill and its prize-winning drinks at www.nibmlehillbrewing.com

Endless Brewing is located at 20610 SR 29 in Montrose. They have a constant on-tap rotation of the 29 beers they carefully craft to perfection. More information can be found at www.facebook.com/endlessbrewing

An always changing line-up of local beer, lagers, and ales is available at 2 Dogz & A Guy Brewing, 33288 State Route 171, Susquehanna. The brewery is open six days a week. Find out more at www.2dogzandaguybrewing.com

Deep Roots Hard Cider has been producing quality hard cider made with locally sourced apples since opening in 2014. These award-winning ciders can be sampled in the tasting room, located at 348 Back Rd., in Sugar Run. For a list of ciders, visit www.deeprootshardcider.com

According to statistics provided by PA Department of Community & Economic Development from a 2019 Brewers Association report, the craft beer industry had a $5.78 million economic impact in 2017 – the second highest in the nation. And in 2018, the 354 PA craft breweries on record produced an astounding 3.71 million barrels of beer– making PA first in the nation of craft beer production. The craft beer industry supports the economy in other ways as well, by using local agriculture products and business services in the beer making process and production.

The Endless Mountains Visitors Bureau has a brochure – Wineries and Breweries of the Endless Mountains – that is available for free for those wishing to plan a day of tasting and touring in the Endless Mountains during Craft Beer Month, or any time of year. To get a copy, contact the bureau at 800-769-8999 or info@endlessmountains.org

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