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**Apple Adventure Racing Announces MN Brewery Running Series  
2014 Event Schedule**

*Local race company offers “un-race” social runs with a twist.*

**MINNEAPOLIS** (March 31, 2014) – Apple Adventuring Racing ([www.appleadventureracing.com](http://www.appleadventureracing.com)) announced today that the MN Brewery Running Series [2014 Event Schedule](#) has been released. Combining the trends of local craft brewing and “fun runs,” the series is designed to showcase the many local breweries and neighborhoods of Minneapolis/St. Paul. The variety of casual 5K walk/jog/run courses all finish at local breweries where participants enjoy great local beer and leave with a collectors’ pint glass. Each event offers different extra features including, but aren’t limited to, health tips, product demos, food trucks and live music

The series schedule was announced at a kick-off party held at Running Room in Uptown on March 29. The sold-out event included product demos by Brooks Sports and a Q&A session with local craft beer experts, along with special registration deals and prizes. Running Room is returning as the official apparel sponsor for the 2014 MN Brewery Running Series.

“The Running Room is excited to support the MN Brewery Running Series,” said Charissa Bires, USA events and area manager for Running Room. “This series is reaching new runners with social events that support our local community.”

This season’s schedule includes runs in Downtown St. Paul, East St. Paul, the North Loop, Downtown Minneapolis, South Minneapolis, Northeast Minneapolis and the Saint Anthony Main neighborhoods. Breweries featured include:

- Great Waters Brewing Co.
- Summit Brewing Company
- 612 Brew
- Fulton Beer
- Badger Hill Brewing Company
- Harriet Brewing
- Surly Brewing Co.
- Boom Island Brewing Company
- Northgate Brewing
- Pracna On Main
- Dangerous Man Brewing Co.
- Day Block Brewing Co.
- Bauhaus Brew Labs

“We’re pleased to continue our partnership with the MN Brewery Running Series,” said Gummy Grande, taproom events manager for Fulton Beer. “The series is a wonderful way for us to connect with our neighborhood and our local supporters.”

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The 2014 calendar and full schedule are available at [www.appleadventureracing.com/race-calendar](http://www.appleadventureracing.com/race-calendar). Registration is \$30 per run; all participants receive 1 craft beer and collectors' pint glass as well as the opportunity to partake in brewery tours, product demos, special giveaways, etc. depending on the location. Special registration deals offered to members of the "Brew Crew" – participate in multiple runs (2-fer, 6-pack, or 12-pack) and get sweet gear! More info at [www.appleadventureracing.com](http://www.appleadventureracing.com)

### **Supporting the Community**

In addition to supporting local craft breweries, Apple Adventure Racing and the MN Brewery Running Series partners are committed to supporting the community through local nonprofits.

"Our events are designed to help grow the sport by reaching new audiences and are inspired by our philanthropic, fun and creative local supporters," said Nate Herrington, co-founder of Apple Adventure Racing. "We are thankful for all of the partners who have made it possible for us to continue to expand the series with our third season."

Proceeds from all MN Brewery Running Series events benefit Bolder Options. The series caters to families by offering a "root beer" run option for select events. Participants can also choose to sign up as a "Bolder Gold" runner with a \$100 registration fee, which goes directly to Bolder Options.

"At Bolder Options we are committed to building a community of caring relationships in support of our youth," said Bolder Options President Darrell Thompson. "Our partnership with the MN Brewery Running Series has allowed us to work towards meeting our mission of teaching youth to succeed in all life's races."

### **About Apple Adventure Racing**

Apple Adventure Racing is a race management and marketing operation in Minneapolis. Their goal is to develop new and exciting race concepts that promote an active lifestyle through something fun and different. Apple Adventure Racings aims to:

1. Help new runners achieve their goals of completing a 5K – no matter how they do it.
2. Showcase Twin Cities neighborhoods and businesses.
3. Support local nonprofits.

### **About Bolder Options**

Bolder Options is an innovative organization focusing on healthy youth development. The comprehensive mentoring program, wellness activities and leadership opportunities coordinate family, community, school and county resources in a united effort to support youth who are at risk for dropping out of school or becoming involved in delinquent or unhealthy behaviors. Utilizing a research-based curriculum and annual evaluations, Bolder Options engages youth and mentors in goal setting, physical activity, tutoring and community involvement to build confidence, maximize potential and encourage healthy life skills.

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