



FOR IMMEDIATE RELEASE

**Downtown Alpharetta's Craft Beer Festival and 5K Road Race  
Brings Together Beer, Dogs and Running  
for a Night of Fun and Purpose**

Thousands Expected for June 20 Event to  
Benefit Canine Assistants

Alpharetta, GA, May 26, 2015... From humble beginnings with 500 participants, the World's Hoppiest Road Race has grown to become a signature sports and social event for the running and local community in just four years. This year's Craft Beer Festival and 5K Road Race, scheduled for Saturday, June 20 in downtown Alpharetta, is expected to draw thousands and is a fusion of two events: a craft beer festival with over 80 varieties of beer and a 5K road race.

The beneficiary of the event is Canine Assistants. Canine Assistants, a non-profit organization, provides fully trained service dogs to people with disabilities throughout the U.S. and is located in Alpharetta.

"This is more than just a race--the third annual Craft Beer Festival & 5K Road Race gives us a chance to come together to support charity and community," said event founder Bob Marinich. "It also provides an opportunity to spotlight our wonderful community, businesses and a host of great local sponsors.

Founding partner Geoff Kokoszka, Director of Operations for Olde Blind Dog Irish Pub said, “We have embraced the unique spin on a traditional 5K race. The addition of the craft beer festival further promotes an exciting social event for friends, families and community.”

The 2015 Craft Beer Festival & 5K Road Race will take place on Saturday, June 20<sup>th</sup>, with registration beginning at 6:00 PM, in the heart of Alpharetta. Start time for the race is 8 PM. “This is a wonderful setting for runners and the early summer evening weather should provide optimum running conditions,” said Marinich.

Olde Blind Dog Irish Pub, with established relationships in the craft beer community, is in charge of coordinating the 80 plus vendor partners for the Craft Beer Festival. “We are pleased that Jekyll Brewing Company, with its home base in Alpharetta, GA, is our official race beer sponsor. Jekyll is no doubt a great fit for this event,” said Kokoszka.

The Olde Blind Dog Food Truck will be on-site serving delicious Irish fare and take-out for the runners and festival goers.

Downtown Alpharetta is a prime starting and stopping point. The flat and fast course winds through the neighborhood streets and businesses and sets the atmosphere for a festive evening race and block party that includes two live bands, food, a free beer to every runner and prizes.

Event attendees have several package options to choose from, including the purchase of a race and craft beer package, a race only package or a craft beer festival only package.

“The Craft Beer Festival & 5K Road Race is one of Alpharetta's awesome, don't miss events of the year,” said Janet Rodgers, President and CEO of the Alpharetta Convention and Visitors Bureau. “It is more than a race, it is a fun event for everyone with food, drink, and entertainment--a perfect combination for summer and success. “

Event sponsors include: Olde Blind Dog Irish Pub, Big Peach Running Company, United BMW of Roswell, Jekyll Brewing Company, and others.

For registration, to volunteer, or for additional event information, please visit:  
[www.worldshoppiest5k.com](http://www.worldshoppiest5k.com).

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