

Deschutes Brewery Street Pub Returns to Roanoke, Virginia

Crafted for Community: Brewery brings the World's Biggest Pop-up Pub back to its second home to raise funds for local nonprofits

BEND, OREGON, USA, June 14, 2017 /EINPresswire.com/ -- Deschutes Brewery is bringing its 400-foot-long [Street Pub](#) back to Roanoke for the second year in a row on July 15 from 2-10 p.m. at Elmwood Park. For the 2017 tour, the brewery has added title partners that share its culture, sustainability and philanthropic goals: Hydro Flask, Humm Kombucha and KEEN Footwear. During the one-day event, Deschutes Brewery and its partners, including local distributor Blue Ridge Beverage Co., will work to raise money for the Roanoke Outside Foundation, Bradley Free Clinic, Pathfinders for Greenways and the Blue Ridge Land Conservancy.

Not only will there be a huge selection of Deschutes Brewery beers flowing from the Street Pub's multitude of taps, but visitors can find guest taps from local favorites Twin Creeks Brewing Company, Right Mind Brewing, Basic City Brewing and Potter's Craft Cider. Culinary delights are in the works for all the foodies out there from Deschutes Brewery's Corporate Executive Chef, Jeff Usinowicz, who is teaming up with Roanoke locals Chef Aaron Deal from River & Rail and Chef TJ Daveldek from Lucky.



Local and regional live music from Swift Technique, Funky Dawgz Brass Band, Low Low Chariot, Monster Atlantic, Dharma Bombs, Place Called Home and more will keep everyone moving to the beat from two stages. A kid's zone for families and a bike valet will also be on site, along with a variety of fun activities by Street Pub partners. Just some of the unique endeavors visitors can expect to find

include: Hydro Flask's Skee Ball Challenge and Hydration Station (made by Black Dog Salvage of DIY Network's "Salvage Dawgs"); Humm Kombucha's Creation Station for collaborative art projects and activities; KEEN Footwear's activism center and lounge, photo booth, games and free-shoe raffles. Street pub goers can also chat with Visit Virginia's Blue Ridge to plan their next adventure and, of course, make sure to snap a picture with the LOVE letters. Karen Eland Art will also be on-site with live art demonstration of art painted with beer!

When: Saturday, July 15, 2 – 10 p.m.

Where: Elmwood Park, 700 S Jefferson St, Roanoke, VA

Admission: Free for all ages

VIP TICKETS AVAILABLE. Thanks to our generous sponsors, Martin's Downtown and Black Dog Salvage, you have a chance to pre-purchase VIP tickets at <https://www.deschutesbrewery.com/streetpub> to get exclusive access to rare beer tastings led by one of our brewers. Our chef will also be serving up beer snacks like beer salami, beer nuts, hop corn and more in the VIP lounge.

PRE-PURCHASE OPTIONS: Purchase a Hydro Flask True Pint and/or Beer Tokens ahead of time to reduce lines on the day of the event! Each token gets you a pint at the Roanoke Street Pub. <https://squareup.com/store/roanoke-outside>

VOLUNTEER: Calling all volunteers! We need your help to make this event a success and be able to raise the most money possible for our nonprofit beneficiaries. All volunteers will receive Deschutes Brewery swag and beer for those who are of age. Interested? You can find details and sign up here: <http://signup.com/go/fXFMhEs>

Join the conversation before & during the event on Twitter & Instagram using #StreetPub. Swipe for the Street Pub geofilter on Snapchat during the event.

About Roanoke Outside Foundation

The Roanoke Regional Partnership created Roanoke Outside to showcase why the Roanoke, Virginia, Region is one of the best outdoor communities in the United States. In 2013, with the support of the Partnership, the Roanoke Outside Foundation was officially formed as a 501(c)3 charitable organization. It is our mission to make outdoor activity and environmental stewardship a core component of our community's lifestyle. We started RoanokeOutside.com, Get Outside Weekend Update, Blue Ridge Marathon, and GO Outside Fest, and most recently built a kayak launch to the Roanoke River. Plus, we've been the advocate for the many changes that are making this place more awesome than ever. We've got plans for even more exciting events and facilities. And you can be a part of it all. Learn more at www.roanokeoutside.com.

About Bradley Free Clinic

Everyone deserves quality healthcare! For over 43 years, the Bradley Free Clinic has been providing FREE Healthcare to the Roanoke Valley's low-income uninsured with medical, mental health, dental, and pharmacy services. Our amazing team of volunteer healthcare professionals combined with the generosity of our donors, enables the Clinic to provide these essential services to those who lack the resources to maintain their health. Our Clinic is more than a primary medical home, we provide comprehensive healthcare. We continue to meet the changing needs of our patients and the community with additional programs that offer support and education for diet, exercise, diabetic education and better access to dental needs. Read more about us at www.bradleyfreeclinic.com.

About Pathfinders for Greenways

We are the volunteers who have worked for 20 years to encourage development of the Roanoke Valley Greenway network. What does it take? Attending public meetings, raising money, clearing brush and hauling rocks, developing web sites, giving a little, giving a lot. We have focused on finding greenway and trail routes and have become the trail building experts in the region, working at Carvins Cove, Mill Mountain, Read Mountain, and every other place you like to hike or bike. We've donated over 5000 hours a year to building trails, year after year, and we've helped write the trail plans and train the volunteers. Whether you prefer to get dirty with trail building, to put your talents to work using a pen and paper, to work behind the scenes, to raise your voice in public, or just to use the greenways for a walk in the evening, there is a place for you in growing the greenway network.

About Blue Ridge Land Conservancy

We save land! The Blue Ridge Land Conservancy works with local landowners to save southwest Virginia's most special places—farms, forests, mountainsides, rivers and streams, scenic views and wildlife habitat. We partner with local school systems to get kids' feet wet and their hands dirty with educational field trips on conserved land. And we sponsor an annual Outdoor Adventure Series to help local families enjoy our great outdoors. Founded in 1996, the Roanoke-based Blue Ridge Land Conservancy protects over 17,000 acres of land and more than 44 miles of rivers and streams in the region. Learn more at brlcva.org.

About Deschutes Brewery

Family and employee owned since 1988, Deschutes Brewery – Bend's original brewpub – has become the cornerstone of Central Oregon's flourishing craft brew culture. Known for its generous use of whole hops in its defining beers such as Black Butte Porter, Mirror Pond Pale Ale, and Fresh Squeezed IPA, the brewery also keeps fans on the edge of their bar stools with the release of small batch experimental beers each season. Now available in 29 states and Washington D.C., Deschutes' flagship brewpub has been joined by a main brewing facility overlooking the Deschutes River in Bend, a pub in Portland, and coming in 2021, a new east coast brewery in Roanoke, Virginia.

www.deschutesbrewery.com

#

MEDIA CONTACT:

Marie Melsheimer, Deschutes Brewery
541.815.3951, marie@campbellconsulting.com

Marie Melsheimer
Campbell Consulting
5413893337
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.