

CONSERVANCY

for CUYAHOGA VALLEY NATIONAL PARK

1403 W. Hines Hill Road, Peninsula, Ohio 44264

Press Contact:

Maggie Olson, Marketing Manager
Conservancy for Cuyahoga Valley National Park
330-657-2909 ext. 109 | molson@forcvnp.org
www.conservancyforcvnp.org

David McKenzie
Michelob ULTRA
david.mckenzie@anheuser-busch.com

Nick Eickemeyer
Zeno Group
(312) 396-4397 | nick.eickemeyer@zenogroup.com

FOR IMMEDIATE RELEASE

Brandywine Gorge Trail Nominated for Superior Trails Grant, Needs Online Votes to Win

Peninsula, Ohio – A trail in Cuyahoga Valley National Park (CVNP) has been selected as a finalist for the Michelob ULTRA Superior Trails program, where daily online votes determine which trail will win one of two \$25,000 grants. The program is in partnership with the American Hiking Society.

Brandywine Gorge Trail, one of CVNP's most popular trails and one of 10 finalists throughout the country, will compete for the funds to repair a much-needed bridge across Brandywine Creek.

From Sept. 1 through Oct. 31, people can visit superiortrails.michelobultra.com to explore the 10 nominated projects and see how the \$25,000 grants would be used to renovate each site before voting for their favorites. Throughout the two-month voting period, fans can keep track of their favorite trails' progress via a leaderboard that tallies votes in real time. Michelob ULTRA will reveal the two winning trails on the Superior Trails website on Nov. 10.

If Brandywine Gorge Trail is one of the two top-voted trails at the end of the voting period on Oct. 31, the grant will be awarded to the Conservancy for Cuyahoga Valley National Park, the park's non-profit friends group, who will allocate the funds entirely to the bridge repair project.

"We know that Michelob ULTRA drinkers are active, outdoor adventurers who love to celebrate a great journey with a great beer," said Edison Yu, Vice President, Michelob ULTRA. "Through our partnership with the American Hiking Society, we'll be able to spruce up two scenic trails in order to encourage more of these people to get outside and create some superior moments of their own."

The 10 nominated projects were selected from numerous proposals submitted to Michelob ULTRA and the American Hiking Society.

"American Hiking Society's mission is to promote and protect the places where Americans love to hike and, by partnering with Michelob ULTRA for Superior Trails, we'll be accomplishing exactly this," added Gregory Miller, president, American Hiking Society. "Our National Trail Fund has worked on more than 150 trail projects across the country since 1998 to make America's trails superior, which is made possible by incredible partners like Michelob ULTRA."

To participate in the Superior Trails program, people age 21+ can visit superiortrails.michelobultra.com to vote daily (once per day) for their favorite trail.

About the Conservancy for Cuyahoga Valley National Park

The Conservancy for Cuyahoga Valley National Park is a non-profit organization created to engage public support for the park and provide services to enhance public use and enjoyment of the park. For more information about the Conservancy and its programs, visit www.conservancyforcvnp.org or call 330-657-2909.

About the American Hiking Society

Founded in 1976, American Hiking Society is the only national, recreation-based nonprofit organization dedicated to promoting and protecting America's hiking trails, their surrounding natural areas and the hiking experience. To learn more about American Hiking Society and its mission and programs, please visit www.AmericanHiking.org, call (301) 565-6704, or visit us on Facebook at www.facebook.com/AmericanHiking.

About Anheuser-Busch

For more than 160 years, Anheuser-Busch and its world-class brewmasters have carried on a legacy of brewing America's most-popular beers. Starting with the finest ingredients sourced from Anheuser-Busch's family of growers, every batch is crafted using the same exacting standards and time-honored traditions passed down through generations of proud Anheuser-Busch brewmasters and employees. Best known for its fine American-style lagers, Budweiser and Bud Light, the company's beers lead numerous beer segments and combined hold 47.2 percent share of the U.S. beer market. Anheuser-Busch is the U.S. arm of Anheuser-Busch InBev and operates 14 local breweries, 17 distributorships and 23 agricultural and packaging facilities across the United States, representing a capital investment of more than \$15.5 billion. Its flagship brewery remains in St. Louis, Mo., and is among the global company's largest and most technologically capable breweries. Visitor and special beermaster tours are available at its St. Louis and four other Anheuser-Busch breweries. For more information, visit www.anheuser-busch.com.

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