



Blue Mountain Resort
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FOR IMMEDIATE RELEASE

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Blue Mountain Resort Hosts 4th Annual Beer Fest

A premier beer, food and live music festival on August 24 & 25, 2018

Palmerton, Pennsylvania (15 August 2018) – Blue Mountain Resort is gearing up for their 3rd festival of the summer, catering to beer lovers. New for this year, the festival will be held on Friday, August 24th from 6pm – 10pm and Saturday, August 25th from 12pm – 4pm.

The Resort has partnered with RCN of the Lehigh Valley to feature over 150 craft brews from 70 local and national breweries. In addition to sampling, guests will enjoy live music on both days and be able to shop from craft and artisan vendors in the Valley Lodge. The new location at the bottom of the Resort provides stunning views of the entire Mountain. There will be a firework show for all Friday night attendees and guests can enjoy scenic lift rides on Saturday from 12pm – 5pm.

A variety of tickets are available to attend the event and are on sale now. Guests can purchase a General Admission pass or an Entrance ticket. General Admission tickets include entrance into the festival, a complimentary tasting glass, and craft beer sampling from select breweries. Entrance tickets include entrance into the festival and two waters but does not include alcohol. The award-winning Blue Mountain Resort Catering team will be cooking up a variety of delicious food for the event, available for an additional cost. All other Resort outdoor activities will be available during the festival, including the Summit Aerial Park high ropes course, outdoor laser tag, and mountain biking. Live entertainment will be provided by Goodman Fiske on Friday night and M80 on Saturday.

Guests looking for a lodging option are encouraged to check out Blue Mountain Resort's newest summer addition – glamping with Tentr! Glamping sites are situated on two of the Mountain's trails and feature breathtaking views. There are a variety of "extras" available, like food and drink packages, to personalize guests' experiences. The sites are available 7 days a week through October 31, 2018.

Blue Mountain Resort's Beer Fest promises the perfect combination of mountain air, delicious beer, decadent food, and breathtaking views. Guests are encouraged to purchase tickets prior to the festival. Tickets can be purchased online at www.skibluemt.com or by calling 610-826-7700.

Media passes are available for the event. Any media interested in covering the event, either day-of or in advance, please contact Tricia Matsko, Director of Marketing & Sales, by email at tmatsko@skibluemt.com or by phone at 610-826-7700 x1248.

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