



TAMPA BAY BREWING COMPANY ANNOUNCES BENEFIT CONCERT AND EVENT TO AID RELIEF EFFORTS IN FLORIDA KEYS.

FOR IMMEDIATE RELEASE

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CONTACT: Mike Dyer, Mike@TBBC.BEER, 617.314.5030

Tampa Bay Brewing Company (TBBC), one of the region's oldest independently owned and operated craft breweries announced plans today for a day-long fundraising event and concert to benefit the Florida Keys in the wake of Hurricane Irma. The brewery seeks to raise \$25,000 through on-site sales, a silent auction, and a 3-hour ticketed concert.

In collaboration with the World Famous Hog's Breath Saloon of Key West, TBBC will rebrand its Westchase brewery and restaurant on Saturday October 7th, opening doors at 11:00AM that morning as the "Hog's Breath Saloon of Westchase." Florida Keys inspired food alongside Hog's Breath brand beers produced by TBBC, will be available for purchase throughout the day, a portion of each sale will go towards the fundraising target.

A silent auction with over a diverse selection of packages including trips, Florida lifestyle activities, and of course beer experiences will be open for bidding between 11:00AM and 9:00PM.

Live music from Key West based bands will be on the patio during the day, culminating in a 3-hour ticketed show on TBBC's 1-acre festival field.

"The Florida Keys have been near and dear to our heart and a growing center of our business," stated David Doble, managing partner of Tampa Bay Brewing Co. "We've developed great relationships and connections with the Florida Keys community and after seeing the impact from Irma, we knew we needed to develop a meaningful response. We reached out to our friends and business partner at Hog's Breath Saloon in Key West and Destin and determined that bringing a taste of the Keys to our Tampa family was a great way to showcase the unique characteristics of the region and to raise desperately needed funds."

The main event at "Changes in Latitude – A benefit for the Florida Keys" is a 3-hour show performed by The Caribbean Chillers, considered the premier Jimmy Buffet tribute band in the Southeast. Gates to TBBC's festival field will open at 4:00PM and concertgoers are encouraged to bring lawn chairs and blankets, general admission tickets to the fundraising concert are just \$20.00. VIP tickets are also available for \$65.00 and include complimentary beer and wine, an entrée with side from our BBQ, plus exclusive access to our

VIP hospitality area with private bar, tables and umbrellas, unobstructed views of the stage, and private portable restrooms.

Tampa Bay Brewing Company is one of Florida's first & premier Craft Breweries. TBBC opened at the tail end of the last "Micro-Brew" Boom. Our philosophy then and now is simple: Brew beer we love to drink! Thank goodness there were plenty of like-minded people around to support our endeavor. Today, TBBC thrives within the incredible brewing community of Tampa, Florida which was once just a two brewery town...we were lonely back then! We currently operate an Ybor Brewpub and a Production Brewery in the northern part of Tampa. We are organically growing distribution with the end goal of being a Florida only brand with a driving vision of Beer Crafted for the Florida Lifestyle.

Event Summary:

Date: October 7, 2017 11:00AM – 11:00PM (Concert 7:00PM-10:00PM, gates open at 4:00PM)

Location: Tampa Bay Brewing Company, 13937 Monroe's Business Park, Tampa, FL 33635

Tickets: General Admission \$20. VIP Passes, limit 200, \$65. Tickets are available for purchase via EventBrite and via links found on TBBC's website and Facebook page. www.tbbc.beer or www.facebook.com/tbbc.beer

Activities: All day Key West themed food and drink, silent auction, live music and 3-hour concert by the Caribbean Chillers. www.caribbeanchillers.com

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