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**World of Beer Launches Petition to Make the Beer Mile an Official Part of the games**

*Craft beer tavern to give away free beers this summer*

**Tampa, Fla. (July 21, 2016)** — World of Beer is currently on a mission to petition for the beer mile to join the games. The beer mile is no longer a fringe sport, it's serious competition. What began as a fun race for beer enthusiast runners has taken the world by storm. From Austin to Shanghai, the cultural phenomenon now has over 114,000 participants in 7,200 races worldwide. \*

From July 21 through August 21, World of Beer is petitioning to make the beer mile into a more credited competition with inclusion in the games. The effort for World of Beer will hand out free beers to every guest who signs their name on the petition [online](#). Guests in Georgia, South Carolina, Alabama Texas, North Carolina, Virginia and New York can anticipate five dollars off any food item in lieu of a free beer due to state legalities. Vouchers can be redeemed from August 5 through August 21.

“We're very excited to get the support of our customers and biggest fans to petition for this awesome sport to be on the global stage,” said Terry Haley vice president of marketing for World of Beer. “World of Beer offers 500 plus beers from all around the world and we are passionate about global sports. What better way to bring our favorite things together than a petition to bring a beer sport to the games?”

The beer mile is tough. It tests both muscle and digestive systems and is the only sport that also asks an athlete to train with beer. The beer mile has evolved to a challenging, competitive and much-loved pastime, in which athletes of all skill levels can participate. While many partake just for fun, there is some serious competition at these events. The current beer mile world record holder ran the race with a 4:47 time. \* The time has come to recognize these athletes, if events like equestrian dressage and tug-of-war can be part of the distinguished group, it's time for the beer mile.

Join the movement and check out the status of the petition at [www.worldofbeer.com/beermile](http://www.worldofbeer.com/beermile).

### **BeerFit Partnership**

The beer mile petition is only part of the World of Beer initiative this summer. World of Beer has partnered with [BeerFit](#) to become an official sponsor of the organization's events across the country. BeerFit believes a good workout is made great with an ice cold beer, which makes WOB taverns the natural choice for the official training ground for participants. The organization's members value new challenges, living in the moment and leaving it all on the race course. Their mantra aligns with the World of Beer "drink it in" beliefs.

BeerFit offers beer mile races across the nation. BeerFitters make the most of every mile and toast the journey every step of the way. To find out more information on BeerFit or where you can run your next race with them, be sure to [visit their website](#) for upcoming dates and cities.

**About WOB:** Celebrating the popularity of craft beer and its culture, World of Beer has more than 75 taverns in more than 21 states. Each tavern has 50 rotating daily taps, so guests will discover something new and unique on every visit. Supporting local charities through fundraising efforts and in-kind and other donations is a key part of the World of Beer franchise.

World of Beer is the ultimate craft beer haven that offers guests a global beer experience right from the barstool. The original craft beer tavern complements its database of more than 30,000 beers with a signature tavern fare menu featuring a variety of elevated comfort food that provides the perfect marriage of food and beer for an unparalleled experience. Because, the way WOB sees it, guests should do more than drink a beer — they should drink it in. World of Beer encourages guests to drink in the moments they encounter at the tavern, whether it be through the bottle, the glass, the menu, the live music or the company. WOB offers the best craft variety on the planet to the beer aficionado and casual beer fan alike. Taverns are currently open in 21 states including AL, CO, CT, FL, GA, IL, KY, LA, MA, MD, MI, NC, NJ, NY, OH, PA, SC, TN, TX, VA and WI and will be opening soon in IN, MN and OK. Visit [www.wobusa.com](http://www.wobusa.com).

Sign the petition to get a voucher via e-mail for one select draught free or \$5 off any food item on your check, where valid by law. Offer not redeemable for cash, gift card purchases or with any other offers or discounts. Valid for one-time use only. Sales tax paid by bearer. Offer valid only between Aug 5-21, 2016 at World of Beer taverns. One

select draught free offer valid in the following states: CO, CT, FL, IL, KY, LA, MA, MD, MN, NJ, NV, PA, TN, WI. \$5 off any food item on your check offer valid in the following states: SC, AL, GA, NC, NY, OH, TX, VA. World of Beer is NOT an official sponsor of the Olympics, nor are we authorized by, or affiliated or connected with the Olympics in any way.

*\*Sourced from BeerMile.com*

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