

For Immediate Release

7/7/2010

3rd Annual HOToberFest to return to Glenwood Park October 2nd

The Nation's only consumer-judged beer competition and sustainability festival is scheduled for the first Saturday of October 2010. Returning to the Glenwood Park neighborhood, HOToberFest promises to continue its unique combination of craft beer, exciting live music, fun, food, sustainable artist market, and pro-sustainability messaging, all delivered 'off the grid' by way of Solar Power and Biodiesel generators.

A non-profit event, HOToberFest promotes sustainability awareness in a fun atmosphere and raise funds for two specific pro-sustainability charities. 100% of event proceeds will go to Trees Atlanta and Dialogue Start One. There's no better way to support these incredibly worthwhile causes and have a fantastic day listening to free live music, shopping the Artist Area and sampling some of the best craft beers in the world.

The fundraising centerpiece of this one-day event is the beer-tasting and brewery competition, featuring over 130 craft beers from around the country and around the world. Festival attendees will have the opportunity to not only taste, but to cast their ballot for the winner of the 'Best Brew' awards at HOToberFest, the largest 'consumer-judged' event in the nation. The Firkin VIP Tent features an additional 40 beers from seasonal, single runs, small batches or true micro-breweries. This area also features a variety of exclusive amenities for the attendees. It is limited to only 500 persons.

The beer tasting area of HOToberFest is 21-and-over only, but there's plenty of family-friendly fare for everyone to enjoy. A large, free-of-charge public area will feature the music pavilion, and the artist arket featuring nationally recognized artists, green-affiliate information tables, concessions, and an expanded kid-friendly activities area, including a Make a Puppet workshop with Atlanta's Center for Puppetry Arts. A variety of nationally recognized musical acts will perform throughout the day, including: Michael Tolcher & the Pros', DejaBlue Grass Band, Caroline & the Ramblers and Earthshaking Samba. As for food, popular local restaurants will be selling their specialties, along with traditional festival favorites like genuine German brats, pretzels and much more.

There will be both General Admission and VIP tickets for the beer tasting. Benefits of the VIP ticket include: access to special brews not available to the General Admission ticket holders and much more. Prices for General Admission Tickets will be \$30 in advance and \$40 at the gate. VIP Tickets will be \$50 in advance or \$60 at the gate, if still available.

There is NO Charge for the general festival area.

On site parking will be available, however, everyone is encouraged to carpool, ride bikes and observe sustainable modes of transportation.

Saturday October 2nd
Glenwood Park Neighborhood
916 Glenwood Park Drive
Atlanta, GA 30316

1:00 til 8:00pm

To purchase tickets or learn more about HOToberFest, or to learn more about sustainability and our charities, visit the HOToberFest website at www.hotoberfest.net.