



For Immediate Release

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## **KONA BREWING TO SPONSOR RACE THE LAKE OF THE SKY**

*Hawaiian brewer sponsors popular SUP event and launches new island style Castaway IPA to the mainland*

*Kailua-Kona, Hawaii, June 16, 2014* (NASDAQ: BREW)...[Kona Brewing Company](http://www.konabrewingco.com) has again stepped up to be a key sponsor of [Race the Lake of the Sky](http://www.racethelakeofthesky.com), part of the South Tahoe SUP series and one of the most popular SUP events in the country. The event will be held at El Dorado Beach in South Lake Tahoe, CA on June 28 and 29, 2014.

The Hawaiian brewer, best known for flagship Longboard Island Lager and Big Wave Golden Ale, proudly supports a number of SUP events and athletes across the US, including Battle for the Paddle, Paddle for the Cure, the SUP Awards, Molokai to Oahu and includes pro riders Candice Appleby, Jenny Kalmbach, Jerry Bess and Andrew Logreco on its roster.

Kona Brewing has sponsored Race the Lake of the Sky since the event began two years ago. One of the benefits for this year's participants and spectators is being among the first to try Kona's new Castaway IPA. Hailed as a truly drinkable IPA, this island style beer is brewed with a special blend of citrusy hops that provide mango and passion fruit notes, and a clean refreshing finish. Castaway IPA has been a favorite on the islands for 14 years and has finally made its way to 40 states on the mainland as of April 2014 in 12oz bottles and on draught in major Kona markets across the US. (Visit [www.konabrewingco.com/find-beer](http://www.konabrewingco.com/find-beer) to locate Castaway IPA nearest you).

Started in 2012, Race the Lake of the Sky is a premiere flat-water SUP race and was dubbed the top pick for the best stand up paddle event of the year in 2013 by pro SUP athlete Anthony Vela. The event offers a stunning location as the backdrop in drawing hundreds of participants, novice and elite alike. Various races include short course, long distance, team

relay, grom races and the SUP Cross Sprint course. Following the award ceremony on Saturday Afternoon, there will be music and a happy hour for event participants.

“Because standup paddling began in Hawaii, Kona is proud to sponsor the grassroots efforts of Race the Lake of the Sky. It’s a beautiful spot, and it’s going to be a perfect weekend to take in some Liquid Aloha and be a part of the paddling fun,” said Kona Brewing brand manager Aaron Marion.

**About Kona Brewing**

*Kona Brewing Company was started in the spring of 1994 by father and son team Cameron Healy and Spoon Khalsa, who had a dream to create fresh, local island brews made with spirit, passion and quality. It is Hawaii’s first and largest craft brewery and is best known for flagship beers Longboard Island Lager and Big Wave Golden Ale. The Hawaii-born and Hawaii-based craft brewery prides itself on brewing the freshest beer of exceptional quality, closest to market. This helps to minimize its carbon footprint by reducing shipping of raw materials, finished beer and wasteful packaging materials. The brewery is headquartered where it began, in Kailua-Kona on Hawaii’s Big Island. For more information call 808-334-BREW or [www.KonaBrewingCo.com](http://www.KonaBrewingCo.com).*

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