



For Immediate Release

Contact: [Sally.murdoch@konabrewingco.com](mailto:Sally.murdoch@konabrewingco.com)  
(503) 735-5943

## KONA BREWING STEPS UP ITS SUP SUPPORT WITH SPONSORSHIP OF BATTLE OF THE BAY

*Hawaii's largest craft brewer brings Liquid Aloha to the Bay Area with new beer garden at SUP race*

Kailua-Kona, Big Island of Hawaii and San Francisco, September 12, 2014 — Now in its fourth year, [Battle of the Bay](#) will bring standup paddling (SUP) to the shores of the Bay Area's Presidio, and Liquid Aloha will be flowing courtesy of [Kona Brewing Company](#). The event takes place September 20-21 and will feature a Kona beer garden pouring [Castaway IPA](#) for the first time since the Hawaiian IPA hit the mainland only a few months ago.

A WPA-sanctioned event, the Battle of the Bay is the largest stand up paddling event in the area and was brought to the bay by Bluerush Boardsports, the only dedicated SUP shop in the San Francisco Bay Area. This year SUP, Prone and OC1 participants will be paddling from the East Beach at Crissy Field around the San Francisco Bay with panoramic views of the Golden Gate Bridge, the Marin Headlands and Alcatraz.

"San Francisco is an important market for us and we're psyched to be present at the event in a way that makes sense for Kona," said Aaron Marion, Kona Brewing brand manager. "The event's fundraising focus to help ZERO is also important for us as it directly aligns with Kona's commitment to community." [ZERO](#) is an organization that works toward ending prostate cancer.

A fast growing watersport that originated in Hawaii, SUP has been at the forefront of Kona's support for almost a decade. The Hawaiian brewer sponsors a number of SUP athletes including Jenny Kalmbach, Candice Appleby and Jenny "Waikikilove" Lee among many others. Kona Brewing also sponsors numerous paddling events and organizations, including the Battle of the Paddle, the SUP Awards and the Molokai 2 Oahu Paddleboard World Championships.

### Links and social media:

Website: [www.konabrewingco.com](http://www.konabrewingco.com)

[Facebook.com/KonaBrewingCo](https://www.facebook.com/KonaBrewingCo)

[Twitter.com/KonaBrewingCo](https://twitter.com/KonaBrewingCo)

[Instagram/KonaBrewingCo](https://www.instagram.com/KonaBrewingCo)

### 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).*

\*

\*

\*