



For Immediate Release

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KONA BREWING KNOWS WHAT'S SUP AS A RETURNING SPONSOR OF BATTLE OF THE PADDLE AND THE SUP AWARDS

Hawaii's largest craft brewer brings its Liquid Aloha to two SUP events in Orange County in early October

Kailua-Kona, Big Island of Hawaii and San Clemente, CA, September 22, 2014 — Liquid Aloha will be flowing at two of the highest profile events in standup paddling. [Kona Brewing Company](#) announced it will once again sponsor of the [2014 SUP Awards](#) and [Battle of the Paddle](#), to be held October 2 and October 4-5, respectively. At both events, Kona will pour its signature Longboard Island Lager, Big Wave Golden Ale and Castaway IPA, newly available on the mainland and the first time it will be served at both events.

Now in its fourth year, the SUP Awards recognize the best paddlers, films, expeditions and philanthropic efforts in the standup paddling industry. Online votes have been pouring in to the SUP magazine awards site since July and the results will be announced at the awards ceremony at Casino San Clemente. The historic casino was once the stomping grounds of Hollywood entertainers and is located north of the famous Trestles surf break. Surfer Magazine, sister publication to SUP Magazine, hosted early SURFER Poll awards shows at the casino as well.

Two days after the SUP Awards is Battle of the Paddle, a race Kona has sponsored since its inception and also one of the most prestigious races in standup paddling. Now at Salt Creek, the event offers updated racecourses, generous prize purses and a stunning backdrop. Kona athletes Candice Appleby, Jenny Kalmbach, Morgan Hoesterey and Jenny Waikikilove Lee are both nominees of the SUP Awards and also racing at Battle of the Paddle.

"We've always shown up in force at SUP awards night as we pay tribute to paddling's greatest endeavors and the progression of SUP," said Kona Brewing Company brand manager Aaron Marion. "Not only do races start and end at the marina below our Koko Marina pub such as the Molokai to Oahu, but also many of us paddle in Kailua Bay, just a stone's throw from our Kailua-Kona pub. We're proud to take an active part in the SUP awards and be represented so well by many Kona ambassadors and great SUP projects."

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.

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