



Crux Fermentation Project, Sierra Nevada Brewing Company and Columbia Distributing Raise \$30,000 for Bend, Oregon's New Whitewater Park
Paddle Trail Ale now available for sale in Oregon

BEND, Oregon (September 10, 2015) – Columbia Distributing, Crux Fermentation Project and Sierra Nevada Brewing Company unveiled their much-anticipated collaboration, Paddle Trail Ale, late last month at Bend's Pickin' & Paddlin' summer concert series. Accompanying the first thirst-quenching sip of the session IPA was a \$30,000 check made out to the Bend Paddle Trail Alliance for its Whitewater Park project, slated to open in late September.

"What a great night!" said Jayson Bowerman, Bend Paddle Trail Alliance board member. "Our gratitude is beyond words. We've been fundraising for a long time now and this generous gift is like the river's strong current pulling us towards the finish line. On behalf of the entire board, community and visitors who will get so much enjoyment from the Bend Whitewater Park – thank you!"

Paddle Trail Ale was collaboratively brewed by Sierra Nevada and Crux and distributed throughout Oregon by Columbia Distributing. It's now available in select retailers across the state and \$2 from every four-pack are donated to the Bend Paddle Trail Alliance.

For more information on Paddle Trail Ale and the Whitewater Park, including a calendar of upcoming events, visit paddletrailale.com.

About Crux Fermentation Project:

Crux Fermentation Project is located at the epicenter of Bend and at the crucial core of the brewing process. We've designed our 11,000-hectolitre brewery to allow for non-traditional brewing methods like decoction mashing, open fermentation, oak barrel aging, wild yeast strains and experimental hops. All our beer is bottled and labeled by hand in small batches right at the brewery. Brewmaster Larry Sidor is always in pursuit of the next great beer, whether by reinterpreting a classic style or abandoning it altogether. More at cruxfermentation.com

About Sierra Nevada Brewing Company:

Founded in 1980, Sierra Nevada Brewing Company is one of America's premier craft breweries, highly regarded for using only the finest quality ingredients. The pioneering spirit that launched Sierra Nevada now spans both coasts with breweries in Chico, California, and Mills River, North Carolina. Sierra Nevada has set the standard for craft brewers worldwide with innovations in the brewhouse as well as advances in sustainability. Sierra Nevada has won numerous awards for a wide variety of beers and ales, including the legendary Pale Ale. More at sierranevada.com

About Columbia Distributing:

Columbia Distributing is one of the nation's finest beer, cider and non-alcoholic beverage distributors. Headquartered in Portland, Oregon, the company has been delivering the best-

known brands in the beverage business since 1935. Today Columbia Distributing and its 2,500+ employees service over 20,000 retail customers covering more than 135,000 square miles in Oregon and Washington. The company's success is based on the deep-rooted tradition of delivering quality products, timely service and a genuine concern for customers' needs.

More at coldist.com.

About the Bend Paddle Trail Alliance:

The Bend Paddle Trail Alliance (BPTA) is an all-volunteer 501(c)(3) nonprofit organization devoted to the creation, connection and public enjoyment of the 100+ mile long Deschutes Paddle Trail in Central Oregon. Their mission is to enhance river and lake recreation and appreciation for a wide variety of recreational water enthusiasts while promoting safety, education, and stewardship. The objective of the Bend Whitewater Park project is to reconnect the Deschutes River and enhance river health, beauty, safety and recreation. More at bendpaddletrailalliance.org

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