



FOR IMMEDIATE RELEASE:

Stormcloud Brewing Company Spearheads County-Wide Lakeshore Cleanup

FRANKFORT, MI (May 27, 2022) - Stormcloud Brewing Company is embarking on an initiative called Keep Benzie Beautiful, and is starting with a lakeshore cleanup Saturday, June 18, 2022. The goal is to clean up the entire shore of Lake Michigan within the limits of Benzie County.

“We know, it’s a big undertaking. But with the help of our awesome community, we can accomplish this formidable task and keep our home looking clean and beautiful” shares Bri Mathias, Stormcloud’s Special Events Coordinator.

Volunteers will be an integral part of making the event a success. All volunteers will receive free merchandise and are invited to the after party at Stormcloud’s Parkview Taproom. For those interested, volunteer registration is officially open on the Stormcloud website.

Private property owners along the Lake Michigan shore are also encouraged to participate in cleaning their lakeshore area, but need not worry about volunteers trespassing on their property—volunteers will remain within designated cleanup boundaries.

More information about the Keep Benzie Beautiful Lakeshore Cleanup can be found at the Stormcloud website. Additionally, a Stormcloud representative can be reached for questions and concerns via email: stormy@stormcloudbrewing.com or via phone: (231) 352-0118 ext. 616.

About Stormcloud Brewing Company

Stormcloud Brewing Company opened in June 2013 just two blocks from Lake Michigan in the coastal city of Frankfort, located in northwest lower Michigan. A small

brewery specializing in Belgian-inspired brewing, Stormcloud's downtown pub offers 16 taps in addition to a full menu. In 2018, Stormcloud expanded brewing operations with the opening of a nearly 13,000 square-foot production brewery, located on the east side of Frankfort near the gateway arch on M-115. The brewery is home to Stormcloud's Parkview Taproom, which features 12 taps, indoor/outdoor seating, and an outdoor beer garden with space to host food trucks. Stormcloud currently distributes to 55 counties across Michigan.

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