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PRESS RELEASE
FOR IMMEDIATE RELEASE:

St. Charles Business Alliance Relaunches Popular Brew Tour Challenge

St. Charles, IL – The St. Charles Business Alliance recently relaunched the popular Brew Tour Challenge which can be found on the Travel St. Charles app. Guests who complete the challenge will now receive a new, redesigned t-shirt, along with being entered in a giveaway, for a limited time.

To participate in the St. Charles Brew Tour, download the Travel St. Charles app and create an account. To download the app, please visit stcalliance.org/travelstcharlesil. Once an account has been created, locate the Brew Tour Challenge under the “Challenges Tab”, and click “Check-In” while visiting one of the breweries. When a visitor has “Checked-Into” all six breweries, they will be eligible to receive a limited-edition Brew Tour t-shirt that can be picked up at the St. Charles Municipal building between Monday and Friday from 8:00am – 1:30pm.

With this relaunch of the Brew Tour Challenge, individuals who have previously completed the challenge will now be eligible to receive the new, redesigned t-shirt once they complete the challenge again. Starting on January 30 through February 12, participants that complete the challenge will also be entered to win a \$10 gift card to a local St. Charles Brewery, as well. Six winners will be chosen out of the individuals that complete the challenge and will be notified via email on February 13.

The St. Charles Business Alliance Executive Director, Jenna Sawicki, says she encourages everyone to complete the Brew Tour Challenge, even if they’ve already done so. “This challenge is a great way to showcase the fantastic breweries we have here in St. Charles, while giving patrons a fun, unique activity to take part in”, says Sawicki. “Even if you’ve already completed the challenge in the past, we hope that you participate again to receive the new Brew Tour t-shirt, and to continue to support these businesses.”

To find more information regarding the Brew Tour, please visit stcalliance.org/brewtour. For further inquiries, please email info@stcalliance.org, or call 630-443-3967.

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About the St. Charles Business Alliance

The mission of the St. Charles Business Alliance is to drive economic growth to make the St. Charles Community a destination where people, businesses and tourism thrive. The Alliance produces the St. Charles Fine Art Show, Holiday Homecoming, Jazz Weekend, Scarecrow Weekend, and the St. Patrick's Parade. For more information about the Alliance, visit www.stcalliance.org.



The new, redesigned Brew Tour t-shirt that patrons will receive once completing the Brew Tour Challenge.
Photo courtesy of Brigitte Burgman Photography