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FOR IMMEDIATE RELEASE

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### **Great Lakes Brewing to Debut Grassroots at Earth Day**

Columbus, Ohio – April 9, 2009 – Great Lakes Brewing Co., located in Cleveland, Ohio, announced that its new beer – Grassroots – will make its central Ohio debut at the Earth Day 2009: Picture This celebration in Goodale Park on April 19<sup>th</sup>. This is the second day of the citywide Earth Day event, which starts on April 18<sup>th</sup> at worksites across central Ohio.

Grassroots, brewed by Great Lakes, Ohio's socially and environmentally aware brewer of award-winning craft beer, is actually the relaunch of a saison beer they formerly sold under the name Hale Ale. The brew, which blends an exotic mixture of coriander, lemon balm, chamomile and lemon basil, is made with ingredients from Great Lakes own "Pint Size Farm" at Hale Farm & Village in Bath, Ohio. In addition, many of the farm vegetables, herbs and flowers for use in Great Lakes Restaurant, in Cleveland, also come from this organic farm surrounded by the Cuyahoga Valley National Park. Saison, French for "season", is the name originally given to refreshing, pale ales brewed seasonally in farmhouses in Wallonia, the French-speaking region of Belgium. They were served to refresh farm workers during harvest season.

Due to a limited allocation from the brewery, only a small amount will be available at the Earth Day celebration on April 19 at Goodale Park, in the Short North area near downtown Columbus. First come, first served. Information about April 18<sup>th</sup> volunteer opportunities and the rest of the activities at the celebration is available at [www.PictureThis09.org](http://www.PictureThis09.org).

#### About Great Lakes Brewing Company

Great Lakes Brewing Company is a principle-centered, environmentally respectful and socially conscious company committed to crafting fresh, flavorful, high-quality beer and food for the enjoyment of our customers. The company aspires to maintain its status as the premier craft brewery in the Great Lakes region and is dedicated to uncompromising service, continuous improvement and innovative consumer education.

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### About Green Columbus

Green Columbus exists to promote sustainable living in Central Ohio and globally by 1) providing forums for environmental groups, citizens and others to interact. 2) raising awareness about environmental issues and what can be done to address them, and 3) encouraging participation in action oriented green events. More information is available at [www.greenbus.org](http://www.greenbus.org)

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