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Beer Wars Featured in Southern Oregon

Film Will Be Shown In Conjunction with American Craft Beer Week

Ashland, OR—April 8, 2011— In conjunction with American Craft Beer Week the documentary film, *Beer Wars*, will be presented by Women Enjoying Beer on Thursday, May 19 at 7 pm. Callahan’s Mountain Lodge at exit 6 on I-5 just south of Ashland, Oregon is hosting the film event. The film is open to the women and men 21 years and older. Two beer samples are included in the ticket price. Tickets are \$10 in advance, \$15 at the door. Advance tickets can be purchased on-line at <http://www.womenenjoyingbeer.com/events/>.

In its sixth year, [American Craft Beer Week](#) has become the largest national effort focusing on American craft brewers. Sponsored by the Brewers Association, this national beer week, since 2006, has logged thousands of events and two U.S. Congress Resolutions have been passed supporting the goals and ideas of ACBW.

To help celebrate American Craft Beer Week in the Rogue Valley Ginger Johnson of Women Enjoying Beer, an Ashland based business, is bringing *Beer Wars* to southern Oregon to highlight craft brewers during this national celebration. “For a community that is already in tune to supporting independent films as well as small brewers, this event is a good fit for people in the Rogue Valley,” said Johnson.

From the [Beer Wars website](#): “In America, size matters. The bigger you are, the more power you have, especially in the business world.

“Director Anat Baron takes you on a no holds barred exploration of the U.S. beer industry that ultimately reveals the truth behind the label of your favorite beer. Told from an insider’s perspective, the film goes behind the scenes of the daily battles and all out wars that dominate one of America’s favorite industries.

“*Beer Wars* begins as the corporate behemoths are being challenged by small, independent brewers who are shunning the status quo and creating innovative new beers. The story is told through 2 of these entrepreneurs – Sam and Rhonda – battling the might and tactics of Corporate America. We witness their struggle to achieve their American Dream in an industry dominated by powerful corporations unwilling to cede an inch.

“This contemporary David and Goliath story is ultimately about keeping your integrity (and your family’s home) in the face of temptation. Beer Wars is a revealing and entertaining journey that provides unexpected and surprising turns and promises to change the world’s opinion on those infamous 99 bottles of beer on the wall.”

This press release and other media information can be found at WomenEnjoyingBeer.com/media-kit/

Women Enjoying Beer (WEB) is in the business of developing and serving the female beer consumer. WEB partners with the beer industry to help it grow by authentically and accurately marketing to the female beer enthusiast. WEB also works with women directly to encourage their beer enthusiasm. WEB does this work through marketing, research, workshops, education, speaking, writing, and events. For more information about Women Enjoying Beer and its focus on a ripe opportunity, please visit WomenEnjoyingBeer.com or Facebook.com/WomenEnjoyingBeer

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