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| **MEDIA ADVISORY****April 8-11, 2019** | **Contact:** Abby Cohenabby@rosengrouppr.com646.695.7044 |

**Craft Brewers Conference® & BrewExpo® America Soars into Denver**

*Pilot, Brewmaster and Lead Singer of Iron Maiden*

***Bruce Dickinson*** *to Deliver Keynote*

*Early Bird Registration Begins December 4*

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| **WHAT:** | Presented by the [**Brewers Association**](http://www.brewersassociation.org), the [**Craft Brewers Conference®**](http://www.craftbrewersconference.com) (CBC) is the number one environment in North America for concentrated, affordable brewing education and idea sharing to improve brewery quality and performance. The conference brings together 13,000 brewing industry professionals for over 70 different educational seminars led by the top minds in the beer world and access to **BrewExpo America®**, the largest brewing trade show in the U.S. featuring more than 700 vendors. As small and independent craft brewers face unique opportunities and challenges in the marketplace, CBC allows them to connect with their colleagues and comrades to share ideas and learn about relevant topics ranging from brewery operations to sustainability and government affairs, while shopping for the products and services they need to run their breweries. |
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| **WHO:** |

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| **Keynote Speaker** **Bruce Dickinson** Lead singer of Iron Maiden, a commercial pilot, brewmaster, entrepreneur and creative business thinker. | http://cdn.craftbrewersconference.com/wp-content/uploads/Bruce_EF1_300dpi_official-Aug-16.jpg |

Additional speaker highlights include:

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| **J. Nikol Jackson-Beckham**Diversity AmbassadorBrewers Association | http://cdn.craftbrewersconference.com/wp-content/uploads/Dr.J.jpg |
| **Cody Keenan**Former Director of Speechwriting for President Barack Obama | http://cdn.craftbrewersconference.com/wp-content/uploads/Cody-Keenan-Headshot-840x600.png |
| **Jessica Lukas**Vice President, Consumer InsightsBDS Analytics | http://cdn.craftbrewersconference.com/wp-content/uploads/Jessica-Lukas-Headshot-2-840x600.jpg |
| **Brandy Rand**PresidentIWSR: Drinks Market Analysis | http://cdn.craftbrewersconference.com/wp-content/uploads/Brandy-Rand-Headshot.jpg |

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| **WHERE:** | **Colorado Convention Center**700 14th St Denver, Colorado  |
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| **WHEN:** | **April 8 – 11, 2019** |
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| **REGISTRATION:** | Early Bird [Registration](https://www.craftbrewersconference.com/register/details-fees): December 4, 2018 – February 11, 2019 |
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| **MEDIA:** | Media interested in attending and covering the 2019 Craft Brewers Conference & BrewExpo America must [apply for press credentials](http://www.craftbrewersconference.com/media/media-credentials-application). |

**About the Brewers Association**

The Brewers Association (BA) is the not-for-profit trade association dedicated to [small and independent](http://www.brewersassociation.org/statistics/craft-brewer-defined/)American brewers, their beers and the community of brewing enthusiasts. The BA represents 4,800-plus U.S. breweries. The BA’s [independent craft brewer seal](https://www.brewersassociation.org/news/show-them-your-independence/) is a widely adopted symbol that differentiates beers by small and independent craft brewers. The BA organizes events including the [World Beer Cup](http://www.worldbeercup.org/)[®](http://www.greatamericanbeerfestival.com/), [Great American Beer Festival®](http://www.greatamericanbeerfestival.com/), [Craft Brewers Conference® & BrewExpo America®](http://www.craftbrewersconference.com/), [SAVORTM: An American Craft Beer & Food Experience](https://www.savorcraftbeer.com/), [Homebrew ConTM](http://www.ahaconference.org/), [National Homebrew Competition](http://www.homebrewersassociation.org/competitions/national-homebrew-competition/competition-information/) and [American Craft Beer Week®](http://www.craftbeer.com/news-and-events/american-craft-beer-week/acbw-news). The BA publishes [*The New Brewer*®](http://www.brewersassociation.org/education/the-new-brewer/current-issue/) magazine, and [Brewers PublicationsTM](http://www.brewerspublications.com/) is the leading publisher of brewing literature in the U.S. Beer lovers are invited to learn more about the dynamic world of craft beer at [CraftBeer.com](http://www.craftbeer.com/)[®](http://www.craftbrewersconference.com/) and about homebrewing via the BA’s [American Homebrewers Association](http://www.homebrewersassociation.org/)[®](http://www.greatamericanbeerfestival.com/) and the free [Brew Guru®](https://www.homebrewersassociation.org/brew-guru/) mobile app. Follow us on [Facebook](https://www.facebook.com/BrewersAssoc/?fref=ts), [Twitter](https://twitter.com/brewersassoc) and [Instagram](https://www.instagram.com/brewersassoc/).

The Brewers Association is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status. The BA complies with provisions of Executive Order 11246 and the rules, regulations, and relevant orders of the Secretary of Labor.

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