

FOR IMMEDIATE RELEASE

## **BLACK STAR BEER ANNOUNCES 'MAYBE THE BEST TRIP EVER' SWEEPSTAKES FOR FANS 21 AND OVER**

**Black Star hopes to give one fan a life-changing experience as well as boost its fan base on Facebook**

SAN FRANCISCO (June 29, 2010) -- Black Star Beer (<http://blackstarbeer.com/>), the small beer company originally from Whitefish, Montana, has launched MAYBE THE BEST TRIP EVER sweepstakes through their Facebook fan page ([facebook.com/blackstarbeer](https://www.facebook.com/blackstarbeer)). Black Star has put some of the experiences they love into MAYBE THE BEST TRIP EVER and will randomly select one lucky fan to bring five of his/her friends to share this once in a lifetime adventure.

The winning fan's group will start their extraordinary journey by flying to Whitefish, Montana to brew beer at the Great Northern Brewery, where the beer will be bottled and packaged with their own custom label. From there, they will fly fish with the masters, go river rafting down the Flathead River, and camp in Glacier National Park. After all that, they will travel in a private jet to practice with a professional basketball team, and then get back in the jet and fly to Las Vegas to stay at one of the city's nicest resorts complete with their own poolside cabana and suite.

They will also receive six round trip airfare tickets for a vacation from this vacation just because it is awesome, and we have the feeling that you'll need some time to relax after this adventure. The winner will also receive Black Star swag and an HD video camera to prove the trip actually happened.

When asked why Black Star is focusing on growing a Facebook community, great-great-grandson of American beer icon, Henry Weinhard, 5th-generation Brewer and Founder of Black Star, Minott Wessinger responded, "Facebook is full of beer loving people like you and I. But a beer brand doesn't have to talk about beer all the time. We think people appreciate all sorts of other things and have many hobbies and interests that in some way are related to the spirit of Black Star. So when you think of it like that - beer, travel, friends, fun, adventure...it makes sense."

Black Star beer's MAYBE THE BEST TRIP EVER sweepstakes will run on Facebook for eight weeks from June 29, 2010 to August 19, 2010 where a winner will be selected at random and notified via email. Entering to win is simple: head to [facebook.com/blackstarbeer](https://www.facebook.com/blackstarbeer), click on the sweepstakes tab and register to win.

Black Star offers people not only a quality beer but is also working to creatively build an audience with an appreciation for interesting, original, and entertaining content.

For entry, updates and full details head on over to **facebook.com/blackstarbeer**.

Certain rules and restrictions apply: <http://apps.facebook.com/maybethebesttripever/contests/42385/rules>

Privacy Information: <http://apps.facebook.com/maybethebesttripever/contests/42385/privacy>

### **About Black Star Beer**

15 years ago, Minott Wessinger, 5th generation brewer, chose to build a brewery in WHITEFISH, MT. He saw it as a fantastic place to create exceptional beer. Black Star is a double hopped golden lager. By hopping our beer in the kettle, and then again before finishing, Black Star opens up with a distinctive hoppy aroma and a rich, full bodied flavor. All this while remaining remarkably crisp, light and refreshing.

Company website - **<http://blackstarbeer.com>**

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