

FOR IMMEDIATE RELEASE

**BLACK STAR BEER ANNOUNCES  
'MAYBE THE BEST TRIP EVER' SWEEPSTAKES PARTNERS WITH  
ONE WEEK LEFT TO ENTER**

**Black Star Beer partners with  
Virgin America, the Palms Casino and Resort, the Great Northern Brewery and  
the professional basketball team in California's capital city**

SAN FRANCISCO (August 12, 2010) -- **Black Star Beer (<http://blackstarbeer.com/>)**, the small beer brand that is offering the world **MAYBE THE BEST TRIP EVER ([http://www.facebook.com/blackstarbeer?v=app\\_28134323652](http://www.facebook.com/blackstarbeer?v=app_28134323652))** for one lucky fan and five friends to win, is proud to announce its partnerships with the the Palms Casino and Resort, Virgin America, the Great Northern Brewery, the professional basketball team from California's capital city and some sweet additions to an already over the top adventure.

To start things off, the winning fan's group will begin their journey by flying to Whitefish, Montana to visit the Great Northern Brewery, home to **Black Star Beer (<http://blackstarbeer.com>)**. The group will be guided by Marcus Duffey, Great Northern's General Manager and resident beer expert and brew their own beer, which will be bottled and packaged with their own private label, with Joe Barberis aka Great Northern's mad scientist of brewing.

After spending time fly fishing with local masters, river rafting on a guided tour down the Flathead River, and hiking and camping in Glacier National Park, **Black Star Beer (<http://blackstarbeer.com>)** will fly the crew on a private jet to California's capital for a VIP experience with a professional basketball team. The winning fan's group will receive six courtside seats to a game, a suite for the game with dinner provided by world-renowned chef Christophe Coronet, take photos with the dance team, go on a shopping spree at the team's store, receive personalized jerseys, and naturally for all six **MAYBE THE BEST TRIP EVER ([http://www.facebook.com/blackstarbeer?v=app\\_28134323652](http://www.facebook.com/blackstarbeer?v=app_28134323652))** winners, an autographed basketball, so you can show off the skills you learned during the day back home.

Stepping up the VIP status, the group will get back on the private jet and head to Las Vegas to stay at the Palms Resort and Casino where they will be greeted with their very own poolside cabana and suite.

Now after such an adventure, isn't it great that Virgin America will provide six round trip airfare tickets so the winning fan and five lucky friends can take a vacation from this vacation?

Hoping these additions will further increase traffic to their **Facebook page (<http://www.facebook.com/blackstarbeer>)**, Black Star Beer is encouraging fans to enter to win during the last week of the **sweepstakes ([http://www.facebook.com/blackstarbeer?v=app\\_28134323652](http://www.facebook.com/blackstarbeer?v=app_28134323652))**, ending August 19, 2010 at 11:59PM PST.

A winner will be selected at random and notified via email or overnight courier. **Entering to win ([http://www.facebook.com/blackstarbeer?v=app\\_28134323652](http://www.facebook.com/blackstarbeer?v=app_28134323652))** is simple: head to **facebook.com/blackstarbeer**, click on the **sweepstakes tab ([http://www.facebook.com/blackstarbeer?v=app\\_28134323652](http://www.facebook.com/blackstarbeer?v=app_28134323652))** and **register to win ([http://www.facebook.com/blackstarbeer?v=app\\_28134323652](http://www.facebook.com/blackstarbeer?v=app_28134323652))**.

Remember, being a Black Star Beer fan does not automatically qualify you for the random drawing. You must **register to win ([http://www.facebook.com/blackstarbeer?v=app\\_28134323652](http://www.facebook.com/blackstarbeer?v=app_28134323652))**. Then, don't forget to tell your friends to enter and promise to take you if they win, so you'll be able to increase your chances of going on this amazing trip if one of them wins!

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 (<http://blackstarbeer.com>)** is a double hopped golden lager. By hopping our beer in the kettle, and then again before finishing, **Black Star (<http://blackstarbeer.com>)** 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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Social Media: [www.facebook.com/blackstarbeer](http://www.facebook.com/blackstarbeer) or [www.twitter.com/blackstarbeer](http://www.twitter.com/blackstarbeer)

