



EMBARGOED UNTIL NOON ON SEPTEMBER 1, 2019

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NEWS RELEASE – EMBARGOED

Greensboro Pride Announces First-Ever Pride Beer North Carolina-Based Bombshell Beer Company Created a Special Pride Beer

GREENSBORO, NC -- Greensboro Pride is excited to announce its first-ever Pride Beer, just in time for their 2019 festival. Holly Springs-based [Bombshell Beer Company](#) brewed *GSO Pride Lager*, which they call “an easy drinking lager with Raspberry and Green Apple.”

The GSO Pride Lager is available starting today, September 1, 2019. It will be the featured drink at the [Greensboro Pride Beer Garden](#) at [Little Brother Brewing](#) during the 2019 Greensboro Pride Festival. The Festival will take place on Sunday, September 15, 2019 from 11:00 a.m. – 6:00 p.m. along South Elm Street in downtown Greensboro.

“This is an exciting opportunity for us.” says Alternative Resources of the Triad/Greensboro Pride Co-Chair Paul Marshall. “We are always looking for new partnerships to make Greensboro Pride bigger and better than ever. We are thrilled to bring a new flavor to Pride this year.”

GSO Pride Lager is available for a limited time at Boxcar Bar + Arcade, Little Brother Brewing, beerthirty, Jake’s Billiards, Lindley Park Filling Station, Lowes Foods Jamestown, Lao Restaurant + Bar, Darryl’s, The Bearded Goat, Bites + Pints Gastro Pub, Crafted – The Art of the Taco, Crafted – The Art of Street Food, Mellow Mushroom Greensboro, Goofy Foot Taproom, Cellar 23, Bestway Grocery, Westerwood Tavern, and Beer Co. in both Greensboro and Graham.

“We appreciate Bombshell Beer Company and Greensboro Pride Committee Member Courtney Shafer Luppino for creating this special brew for our festival. We also love supporting North Carolina businesses, so this is a perfect pairing,” says Alternative Resources of the Triad/Greensboro Pride Co-Chair Kayt Stewart. “We can’t wait for everyone to come out and try this special celebratory Lager.”

A portion of proceeds from GSO Pride Lager sales will support the Greensboro Pride Festival.

Confirmed 2019 Sponsors include Ralph Lauren, Blue Ridge Companies, 100.3 KISS FM, Biltmore Greensboro Hotel, Boxcar Bar + Arcade, Bombshell Beer Company, Caddy LLC, City of Greensboro, Cone Health Foundation, Greensboro Children’s Museum, Greensboro ComiCon, Greensboro Downtown Residents Association, Lincoln Financial Group, Little Brother Brewing, Merrill A. Bank of America Company, Oscar Oglethorpe, Procter & Gamble, Replacements, Ltd., Truliant Federal Credit Union, SunTrust Bank, and YES! Weekly.



To learn more about Greensboro Pride and their Pride Week events, visit GreensboroPride.org and follow them on [Facebook](#).

About Alternative Resources of the Triad:

The Greensboro Pride Festival is the headlining annual event for Alternative Resources of the Triad (ART), a 501(c)3 nonprofit organization. ART's mission is to be actively involved with the Gay, Lesbian, Bisexual, Transgender, and Questioning (GLBTQ) community of the Triad. ART works to support the emotional, social, and mental health needs of the GLBTQ community by maintaining an ongoing, visible, positive, educational, and supportive presence in the community.

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