



PRESS RELEASE
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FOR IMMEDIATE RELEASE

MAUI BREWING COMPANY TO HOST BEACH CLEANUP

As Part of National Marine Coastline Campaign

Kihei, Hawaii (August 31, 2017) – Maui Brewing Company will be hosting a clean-up as part of the month-long “Get the Drift and Bag It” campaign across south Maui beaches from 7AM-11AM on Saturday, September 16, 2017.

Maui Brewing Company is excited to engage in the global effort to collect data on litter and pollution. The “Get the Drift and Bag It!” campaign, spearheaded by local nonprofit Malama Maui Nui, encourages the public to partake in citizen science. Data gathered during the campaign will be added into the Ocean Conservancy’s database that will later be used to help solve the issues currently threatening the health of our oceans. Malama Maui Nui reports last year’s “Get the Drift and Bag It!” campaign collected almost 9,000 lbs. of litter.

MBC’s Marketing Manager, Marsha Hansen, affirmed, “I am proud that Maui Brewing Company is sharing in this event. The company’s ‘ohana is earnest about decreasing our ecological footprint on both land and sea.”

MBC is looking for 45 volunteers, preferably in teams of three, for the upcoming cleanup. Cleanup bags, trash pickers, gloves, and instructions on entering the data of items collected will be provided on Saturday morning at MBC’s brewery located at 605 Lipoa Pkwy (Kihei) at 7AM. Those who participate in MBC’s cleanup efforts will receive a bracelet to get \$4 priced beers at either Maui location and 25% off food at the West Maui pub between 11AM-3:30PM on September 16th following the event. To volunteer, please contact pr@mauibrewingco.com or call 808.213.3002, ext.115 to register.

MBC is a fiercely local company and has remained steadfast regarding local production. The MBC team are stewards of their communities and the ‘aina, and curators of the craft beer way of life. Their beers have been recognized worldwide for quality and innovation.

For more information on the “Get the Drift and Bag It!” campaign, visit www.malamamauinui.org or call 808.877.2524.

For more information on MBC, visit MauiBrewing.com or follow @MauiBrewingCo on Facebook, Instagram, and Twitter.

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About Maui Brewing Company

Founded in 2005, Maui Brewing Company is Hawaii's largest craft brewery, operating 100% in Hawaii. MBC is based on Maui, with its production brewery and tasting room in Kihei, as well as pubs in Kahana (Maui) and Waikiki (Oahu). Maui Brewing Company is available in 23 states and 10 international countries with more areas to follow.