



# 2014 CAPITOL BEER FEST

*MEDIA KIT*

What is it? *"Runnin' for Rhett" Presents Capitol Beer Fest 2014*

*Northern California's Largest Beer Tasting Event!*

When is it? *March 9, 2014, 1-5 pm*

Where is it? *Capitol Mall in Downtown Sacramento*

Why we do it?

*A fun, safe, community-oriented way*

*to end Sacramento Beer Week*

*& raise money for local nonprofit*

*"Runnin' for Rhett"*



Our mission is to  
**LET RHETT'S STORY INSPIRE**  
those who feel defeated,  
**UPLIFT**  
those who feel down and  
**ENCOURAGE ALL TO**  
take that first step and  
**MOVE INTO LIFE!**





# 2014 CAPITOL BEER FEST

**PRESS RELEASE**

## *R4R brings exciting changes to annual Capitol Beer Fest*

SACRAMENTO, Calif.- February 19, 2014 - Sacramento nonprofit "Runnin' for Rhett" (R4R) is hosting its annual Capitol Beer Fest March 9 to conclude Sacramento Beer Week. Capitol Beer Fest is one of California's largest, one-day beer sipping celebrations featuring more than 100 microbreweries.

"This year's beer festival showcases a few changes such as a new open-air venue, live entertainment and foods to satisfy any beer lover's palette," said R4R executive director, Randy Seevers.

"In addition to the beer fest being held outdoors this year at Capitol Mall, we've asked local band "Rachel Steele's Road 88" to provide music for the event," said Seevers. "We've also invited more food trucks to the event bringing the total up to 14."

Capitol Beer Fest 2014 is expected to attract more than 4,000 attendees who will have approximately 300 varieties of lagers, ciders and ales to choose from.

"We are anticipating a larger turn out than last year and have brought together the best of what beer and food have to offer," said Seevers. "This is a safe, fun, community-oriented event that we are very proud and excited to host for Sacramento."

Seevers added that not only is the Capitol Beer Fest a great chance to try an assortment of very unique beers and mingle with other beer connoisseurs; proceeds from the event fund the R4R Youth Fitness Program, a program designed to combat childhood obesity in at-risk youth by educating young people about fitness and nutrition.

"We hope to expand our 'Running for Rhett' Youth program and increase the participation of the program for 2014 from 3,000 to 4,000 members," added Seevers. "Through training and encouragement brought to them by the Youth Fitness Program, 'Runnin' for Rhett' helps children that might otherwise be subject to a life plagued with health issues."

The Capitol Beer Fest will be held at Capitol Mall in Downtown Sacramento from 1-5pm March 9. Parking for the event is available at 300 and 400 N Street. Tickets for the event can be purchased through <http://www.capitolbeerfest.com/> and ticket holders must be at least 21 to enter.

# R4R

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Federal Tax ID Number: 26-1419222







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### R4R Capitol Beer Fest Facts

Capitol Beer Fest benefits  
Sacramento nonprofit  
"Runnin' for Rhett"

"We're expecting about 5,000 to attend  
Capitol Beer Fest 2014," - Randy Seevers, R4R Executive Director

**115**  
Number of R4R volunteers

**3,000**  
Number of reserved parking spaces available to the public 2014

**3,500**  
Approximate number of ticket holders at Capitol Beer Fest 2013

**\$60,000**  
Approximate amount raised for R4R through Capitol beer Fest 2013

**100%**  
Percentage of Capitol Beer Fest earnings that directly fund the R4R Youth Fitness Program

**\$65/\$40**  
VIP/General Admission ticket prices (early purchase) 2014

**\$70/\$45**  
VIP/General Admission ticket prices (at gate) 2014

**\$116,270**  
Dollar amount of tickets sales 2013

**90**  
Number of brewers at Capitol Beer Fest 2013

**\$130,000**  
Approximate total revenue from Capitol Beer Fest 2013

"14 Gourmet food  
trucks, live music, &  
more than 300 of the  
best beers ever  
brewed."



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*Safety First*

R4R

*"Runnin' for Rhett is committed to making this a safe & fun event. Capitol Beer Fest 2014 will be held in an open-air setting, conveniently located near taxi services, the Lightrail system and other public transportation."*

**Uber:** We are proud to announce the Uber has joined us as the Official Safe Ride of the Capitol Beer Fest. We take the safety of our community seriously and hope you will too.  
New accounts get \$20 off (not valid for UBERTaxi) with code: "Sacbeerweek"

**Bike Valet:** We will be offering a FREE secure bike valet service, operated by the Sacramento Area Bicycle Advocates (SABA)

**Light Rail:** A light rail station is located at 7th and Capitol Mall, allowing for public transit access from all over the city.

**Holiday Inn:** Sleep soundly at the Holiday Inn Capitol Plaza March 8 or 9, located at 300 J Street (1 888 HOLIDAY).  
Mention the Capitol Beer Fest when reserving your room & use code: "UBF"





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### About **R4R** *Runnin' for Rhett*

*R4R was founded in 2007 by Randy & Beth Seevers in loving memory of their son, Rhett (February 7, 1997- March 13, 2004). Rhett was born with severe cerebral palsy which prevented him from performing all of the physical activities other children were able to do, - running, playing sports, even walking.*

*As the one year anniversary of Rhett's death approached, Beth began training for her first half marathon. Running was her way of keeping Rhett's memory alive. The following year, she asked friends and family to run with her in honor of Rhett. Thirty-five of her closest family & friends donned baby blue t-shirts and ran with her that year. A year later, more than 125 people ran with Beth, and the number continues to grow.*

Since its inception, R4R has welcomed more than 1,000 new supporters.

R4R provides an uplifting environment for adults looking to achieve a healthier lifestyle. Participants receive support as they train to walk or run in a 7K, 7 mile or half marathon race.

### Youth Fitness Program

R4R has raised more than \$75,000 in grant money which funds 5-week nutrition & physical fitness after-school programs.

R4R has worked with 122 schools across four counties in Northern California.

R4R YFP helps children who are at risk of being overweight by teaching them healthy eating & exercise habits.





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Need More Info?  
Contact Us.

# R4R

*Randy Seevers*

*Rhett's Dad, Executive Director, & French Fry Enthusiast*

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*For all media inquiries  
or to request and interview:*

*Call R4R at 916.691.2311*

*Or email R4R Media Relations Coordinator  
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*Runnin' for Rhett  
5117 Worcester Way  
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*CapitolBeerFest.com*



# Walk Run Stay Fit!