



**MEDIA CONTACT**

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**November 3, 2022**

**FOR IMMEDIATE RELEASE**

**SECOND ANNUAL LAGER THAN LIFE BEER FESTIVAL TICKETS ARE ON SALE NOW**

BELOIT, Wis. (November 3, 2022) - Visit Beloit is proud to announce the return of the Lager Than Life Beer Festival to the greater Beloit, Wisconsin region. Raise a glass and get ready to enjoy a day of the effervescent beverage, lager beer, along with a large variety of other beer types on Saturday, July 15, 2023 from 2:00 to 6:00 p.m.

The 2023 Lager Than Life Beer Festival already has 28 breweries committed to attend with more than 30 breweries expected to offer their premier versions of the beer style. Lager beers come in a wide variety of styles and each brewery looks forward to putting their own unique spin on their version that they will bring next summer. Participating breweries include Karben4, Dovetail, G5, and 2022 Attendee Choice Winner 608 Brewing Company. The full list of breweries can be found at [www.visitbeloit.com/lager](http://www.visitbeloit.com/lager). Beer styles in 2022 included pilsner, India pale ale, kolsch, Oktoberfest, ale, maibock, doppelbock, and dunkel, in addition to lager.

The festival will take place along the beautiful Rock River at Preservation Park in the town of Beloit, rain or shine. Each attendee will receive a commemorative festival glass to enjoy the samples that will be on tap. There will be food trucks, music, and complementary water. Parking is free at the festival.

Tickets are on sale at [www.visitbeloit.com/lager](http://www.visitbeloit.com/lager). VIP tickets priced at \$75 per person will include additional perks such as food, tent coverage, seating, and more. General admission tickets are priced at \$50 per person but an early bird code of EarlyBird can be used to save \$10 off GA tickets through December 31. Attendees must be 21 years of age or older to enter the festival. VIP and general admission tickets are not available for purchase on the day of the event. Designated drivers can purchase a \$20 ticket on-site the day of the event.

Details about the event and a full list of the 28 breweries can be found at [www.visitbeloit.com/lager](http://www.visitbeloit.com/lager).

**WHO:** Visit Beloit  
**WHAT:** 2023 Lager Than Life Beer Festival  
**WHEN:** Saturday, July 15, 2023, 2:00 – 6:00 p.m.  
**WHERE:** Preservation Park, 3444 S. Riverside Dr., Beloit, WI 53511

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Visit Beloit is greater Beloit's tourism champion using their expertise to generate positive economic impact and to create a vibrant community for residents and visitors.