

# BURNING FOOT BEACH FESTIVAL

A CELEBRATION OF ART,  
MUSIC, & CRAFT BEVERAGES

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IN PARTERSHIP WITH



MICHIGAN CIDER  
ASSOCIATION



MICHIGAN  
Wine Collaborative



FOR IMMEDIATE RELEASE:

**"Four Guilds Unite in Collaboration to Present Burning Foot 2024: A Spectacular Fusion of Art, Music, and Community"**

MUSKEGON, MI – February 26, 2024 – The Lakeshore Brewers Guild proudly announces the much-anticipated return of the Burning Foot Festival, now in its ninth year. Set against the stunning backdrop of Lake Michigan in beautiful Muskegon, this year's event promises to be bigger, bolder, and more memorable than ever. Taking place on August 24, 2024, Burning Foot Festival 2024 is set to captivate festival-goers with an exceptional blend of craft beverages, art, live music, and a unique camping experience.

What sets Burning Foot Festival apart is its commitment to showcasing the best in craft beverages, and this year, the festival is thrilled to announce strategic partnerships with the Michigan Craft Distillers Association, Michigan Cider Association, and the Michigan Wine Collaborative. This collaboration brings together an unprecedented array of over 100 craft beverage companies, creating an unrivaled tasting experience for attendees.

"The Michigan Cider Association is absolutely thrilled to be joining forces with the Burning Foot Festival this year! This phenomenal event perfectly embodies the spirit of celebration, creativity, and

craftsmanship that defines Michigan's cider industry. From crisp and refreshing to bold and complex, Michigan's cider offerings are as diverse as the landscapes that inspire them. We can't wait for festival guests to embark on a flavor-filled journey with us, as we showcase the finest ciders from across the state and celebrate the incredible full spectrum of flavors our friends in the brewing, distilling, and winemaking communities will be sharing as well." said Paula Englin, Executive Director of the Michigan Cider Association.

Burning Foot Festival isn't just about exceptional beverages; it's a cultural celebration featuring an eclectic mix of art and live music. The festival grounds will be transformed into a vibrant showcase of local and regional artists, providing a platform for creativity and expression. Attendees can immerse themselves in the sounds of talented national touring musicians while taking in the breathtaking views of Lake Michigan.

"We're ecstatic to enter our ninth year of Burning Foot Festival, and we're pulling out all the stops to make this the most memorable edition yet," said Festival Director, Allen Serio. "The Lakeshore Brewers Guild is dedicated to celebrating the diversity and craftsmanship of Michigan's beverage industry, and our partnerships with these esteemed associations will undoubtedly elevate the overall experience for our patrons."

For those who wish to extend their Burning Foot experience, camping options will be available on the shores of Lake Michigan. This unique camping opportunity allows festival-goers to fully embrace the natural beauty of the surroundings, creating lasting memories under the stars.

"We're not just a festival; we're a community of craft beverage enthusiasts, artists, and music lovers who come together to celebrate the best that Michigan has to offer," added Serio.

Tickets for Burning Foot Festival 2024 are available for purchase starting June 8<sup>th</sup>, 2024 on the festival's official website [www.burningfoot.beer](http://www.burningfoot.beer).

Don't miss out on the ultimate summer celebration! Join us on August 24, 2024, for the Burning Foot Festival, where the shores of Lake Michigan come alive with the spirit of craft and community.

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**About Burning Foot Festival:** The Burning Foot Festival, produced by the Lakeshore Brewers Guild, is an annual celebration of craft beverages, art, and music on the shores of Lake Michigan in Muskegon, MI. Now in its ninth year, the festival brings together over 100 craft beverage companies and offers a unique experience for attendees to immerse themselves in the vibrant culture of Michigan. For more information, [visit www.burningfoot.beer](http://www.burningfoot.beer).

**About Lakeshore Brewers Guild:** The Lakeshore Brewers Guild, host of Burning Foot Festival, promotes the local craft beer industry and the lakeshore's natural beauty. As a supplement to the Michigan Brewers Guild, the Lakeshore Brewers Guild is focused on counties that touch Lake Michigan. The states included are Michigan, Indiana, Illinois, and Wisconsin. Throughout these counties, the guild is working with its members to build the "Lakeshore Ale Trail," a region rich in craft breweries, natural beauty, and the economic benefits that flow from successful locally-owned and oriented businesses. Joint advertising and cooperative support allow guild members to grow while also establishing the region as a "beer tourism" hotspot. Through these collaborative efforts, the Lakeshore Brewers Guild is becoming a driving force in supporting its members and local economies.

**About Michigan Cider Association:** The Michigan Cider Association (MCA) exists to elevate and grow the Michigan cider industry by uniting cider makers and apple growers and connecting hard cider enthusiasts and soon-to-be fans with Michigan ciders that they'll love! Founded in 2014, the MCA is dedicated to growing exposure for Michigan's vibrant cider culture by sharing captivating stories behind the people and products that define it. Our aim is to connect individuals and businesses within the cider community, fostering meaningful relationships characterized by collaboration, knowledge-sharing, and mutual support. We believe in empowering excellence by providing cidemakers with access to practical educational opportunities, ensuring they excel in their craft at every stage of their journey. Join us as we celebrate the rich heritage and bright future of the Great Cider State!

**About Michigan Craft Distillers Association:** "The Michigan Craft Distillers Association is thrilled to have the opportunity to celebrate and share the world class spirits being distilled here in Michigan with attendees of the Burning Foot Beach Festival! Joining this event in partnership with a variety of other industry leading craft beverage producers from Michigan makes this celebration even more exciting. For fans of distilled spirits, cocktails or spirit based ready to drink beverages, this will be the premier event to attend this summer to sample all that Michigan has to offer!"

**Michigan Wine Collaborative:** "The Michigan Wine Collaborative (MWC) is a statewide non-profit organization established in 2016 specializing in promoting, marketing, and supporting the Michigan wine industry. The MWC mission is to enhance the sustainability and profitability of the Michigan wine industry by supporting wineries, growers and other businesses and individuals connected to the industry – today and for future generations. Passionate about the idea that MI wine unites us and there is room for everyone, MWC works diligently to create an inclusive, innovative, and stronger Michigan grape and wine industry."

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Media Kit: <https://burningfoot.beer/media>