



For Immediate Release

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Pittsburgh Libations Week Official Kickoff Bash Scheduled for Tuesday, July 11th

New Adult Beverage Tradition Begins at Industry in Lawrenceville

PITTSBURGH – Pittsburgh Libations Week, a new initiative rolled out by Breaking Brews Marketing Company in May of 2017, has announced plans to host their inaugural event. This event has been dubbed Pittsburgh Libations Week’s Official Kickoff Bash and will take place at Industry Public House in Lawrenceville on Tuesday, July 17th from 6:30pm – 9:00pm.

“This event is going to be Pittsburgh’s first glimpse at Pittsburgh Libations Week and we are looking to give attendees a true taste of what our city is all about,” said Jason Cercone, Executive Director and Creator of Libations Week. “From high-quality adult beverages to food to art to handcrafted goods, this event will have something for everybody.”

Cercone has partnered with Lending Hearts, an organization dedicated to providing emotional and social support to children and young adults with cancer and their families, and a portion of the funds raised at this event will be donated to their very worthy cause.

“As I stated when I first announced plans for Pittsburgh Libations Week, we plan to give back to the community with our efforts,” Cercone stated. “This is our first opportunity to do that and we are thrilled to be partnered with such a great organization.”

Tickets for the event are \$35 and include:

- One complimentary pint of beer
- Mead samples courtesy of KingView Mead

- Whiskey samples courtesy of Wigle Whiskey
- All-You-Can-Eat from the appetizer buffet courtesy of Industry
- One automatic entry into the grand prize of the Chinese Auction
- Access to a pop-up art station courtesy of PopCraft Maker Workshops featuring hands-on, interactive Pittsburgh and libations-themed art concepts
- Brewed 2 Burn Candles will be on-hand with their all-new line of handcrafted, beer-themed candles
- An evening of great libations and a sneak preview of what Pittsburgh Libations Week is all about

More additions to this list are currently in progress as well.

There will be a Chinese Auction with several amazing gift baskets to vie for from great businesses in Pittsburgh including our hosts Industry Public House, KingView Mead, Full Pint Brewing, Wigle Whiskey, Spoonwood Brewing, Brewed 2 Burn Candles, and many more. In addition, there will also have a 50/50 raffle.

“This evening promises to be fun and enjoyable while supporting a great cause and showcasing plans for Pittsburgh Libations Week to the public for the first time,” Cercone proclaimed. “We have a great venue hosting and many tremendous Pittsburgh businesses have come forward to help put the event together. I’m very excited to introduce Pittsburgh to this brand new adult beverage tradition.”

Tickets are currently on sale for the Kickoff Bash via Universe:
www.universe.com/libationsweekbash

You can get additional information at www.pittsburghlibationsweek.com or by connecting with PLW on Facebook (@pghlibationsweek) and Twitter (@pghlibationweek).

Breaking Brews is a marketing and promotions company based in Pittsburgh that’s owned and operated by Cercone. He specializes in social media marketing, content creation, brand management, sales, customer relations, consulting, and event promotion and curation. Through his company, Cercone developed the Pittsburgh Libations Network and a free mobile app, Drink Pittsburgh, that’s designed to connect libations enthusiasts to events, news, information, and education surrounding their favorite beverages. Learn more by visiting www.breakingbrews.com.

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