



For Immediate Release
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Contact
Bree Burris, San Diego Regional EDC
bb@sandiegobusiness.org | (909)518-1083

****Media Advisory****

San Diego Regional EDC, Ballast Point team up on 'Made in San Diego' brew

San Diego-branded beer pays tribute to brewery's roots, gives back to local business community

San Diego – Paying homage to its San Diego roots and the entrepreneurial community that supported its growth, Ballast Point has partnered with San Diego Regional Economic Development Corporation (EDC) to create a *Made in San Diego* craft brew.

Marked with local city names and the [San Diego: Life. Changing.](#) brand mark, the beer will be sold exclusively in San Diego County and a portion of every case sold will go to support San Diego's small business community.

The debut keg tapping will take place at the Ballast Point tasting room in Petco Park alongside civic leaders and members of EDC, Ballast Point and the San Diego Padres organization, and ahead of the Padres vs. Dodgers game.

WHAT: Keg tapping, beer branding reveal and media availability with leadership at Ballast Point, San Diego Padres, EDC and Councilmember Mark Kersey

WHO: **Councilmember Mark Kersey**, City of San Diego
Marty Birkel, President, Ballast Point
Lauree Sahba, COO, San Diego Regional EDC
Tom Seidler, Team Ownership, San Diego Padres

WHEN/WHERE: Wednesday, April 18, 5:00pm
The Draft by Ballast Point - Petco Park
100 Park Blvd, San Diego, CA 92101
Section 103, above Seaside Market

Media must RSVP for stadium entry

VISUALS: Made in San Diego beer branding; keg tapping. Opportunity to capture photo and b-roll footage; otherwise, photo/video assets will be shared immediately following the event.

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