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MEDIA ADVISORY

Beer City Festival Brings Ultimate Weekend Experience to Bishop Ranch

October 25-26 Event Features $5,000 Prize Half Marathon, Live Music, and Premium Bay Area Craft Beer

SAN RAMON, CA –Beer City Festival comes to Bishop Ranch for an action-packed weekend celebration combining competitive running, live entertainment, and craft beer on October 25-26, 2025.

WHAT: Beer City Festival offers something for everyone in this unique celebration:

- **Beer City Load In** kicks off the weekend Saturday evening at Fieldwork Brewing with an exclusive pre-race party featuring live music from **Radio Veloso**.
- **Beer City Half Marathon** on Sunday serves as the championship finale of the Beer City Half Northern California Series. Elite and recreational runners will compete for **$5,000 in total prize money**, with additional recognition for series champions receiving the coveted **Golden Growler** award.
- Post-race festivities include craft beer tastings featuring renowned Bay Area breweries, including **Drakes Brewing**, **Fieldwork Brewing**, and **Hiveworks Mead** *Both alcoholic and non-alcoholic options available for all attendees.*
- **Beer City Shindig** on Sunday picks up where Beer City Half leaves off, transforming Fieldwork Brewing into an afternoon music festival featuring: **Dr. Dr., School of Rock San Ramon** and **Hop Sauce.**

WHEN: Saturday, October 25 and Sunday, October 26

WHERE: **City Center Bishop Ranch**
San Ramon, CA 94583

INFO: For race registration, volunteer opportunities, and complete schedule, visit **beercitybishopranch.com**

MEDIA OPPORTUNITIES:

- Interviews with race organizers and participants
- Coverage of competitive half marathon with significant prize purse
- Feature stories on the intersection of fitness culture and craft beer community
- Live music performances from local and regional acts

About Beer City Festival: Beer City Festival celebrates the growing intersection of active lifestyle and craft beer culture, bringing together runners, music lovers, and beer enthusiasts for unique community experiences throughout Northern California.

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