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Sixth Annual Great Beard Run Kicks Off TC Beer Week 5K Features Craft Beer Tasting and Best Beard Contest

ACME, Mich., September 18, 2019 — What sporting events combines fitness, facial hair, and your favorite beer? The sixth annual [Great Beard Run!](#)

Grand Traverse Resort and Spa invites runners to come out Saturday, November 9, 2019, at 10 a.m. to celebrate the start of [Traverse City Beer Week](#). Our 5K fun run begins at the Resort's Pavilion and has beer tastings scattered throughout the course as well as at the start and finish lines of the race. We will feature local beers from Beards Brewery, Short's Brewing Company, and Right Brain Brewery.

At the post-race party, join us for our Best Beard competition, with prizes for winners with both the Best Natural Beard and the Best Assisted Beard. Although the run is untimed, the fastest male and female runners will also be rewarded with Nordic inspired knitted beard/hat sets. Best of all, the [Broom Closet Boys](#) will be helping us rock out on the dance floor!

A \$35 (September) or \$40 (October and November) race entry includes a [Beardo knitted beard cap](#), three (3) on-course beer tastings, a bottle opener lanyard, entry into the post-race party featuring live music, and one glass of beer during the post-race party. (A \$30 registration fee is also available with all of the great race perks, minus the Beardo knitted beard cap.)

Other Information:

- All participants must be at least 21 years old. Photo ID with birthdate will be required.
- The entire run is on the grounds of Grand Traverse Resort and Spa, but it is not a closed course.
- Headphones are discouraged.
- No pets, please.
- Sponsors include [Beards Brewery](#), Petoskey; [Short's Brewing Company](#), Bellaire; and [Right Brain Brewery](#), Traverse City.

Interested in turning the Saturday fun run into a TC Beer Week getaway? Runners are welcome to stay at the Resort and partake in the fall festivities at both the Resort and in the Traverse City area throughout the weekend. Call 800-236-1577 and mention code BEERD for discounted room rates.

For complete information and to register, visit: thegreatbeerdrun.com.

Media images are available [here](#).

About Grand Traverse Resort and Spa

Nestled among the freshwater beaches and hardwood forests of Traverse City, MI, Grand Traverse Resort and Spa is miles away from ordinary. Featuring nearly 600 guest rooms and 86,500 square feet of meeting space, the 900-acre property is one of Michigan's premier resort destinations. The Resort is also home to three championship golf courses, the renowned Spa Grand Traverse, and *Wine Spectator* Award of Excellence winner Aerie Restaurant & Lounge. Visit grandtraverseresort.com or call 800-236-1577 to learn more.

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