



News Release

FOR IMMEDIATE RELEASE

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McMENAMINS REWARDS FANS WHO SOAK, SIP AND SAUNTER New Passport Shares Perks for Neighborhood Visits, Overnight Stays

Portland, Ore. – Oct. 31, 2013 – With more locations than there are European countries, McMenamins’ family of pubs, breweries and historic hotels today introduced its own Passport, a rewards program to say thanks to its loyal fans.

“We kept hearing from our regulars who were making their own McMenamins’ bucket lists, diligently checking off all there is to see at our pubs and hotels,” said Renee Rank-Ignacio, director of marketing. “We thought: why not formalize it and give back to everyone for all the love that’s been shared for McMenamins throughout our 30-year history.”

Visitors to its popular neighborhood joints and destinations throughout the Pacific Northwest – 57 locations in Oregon and Washington – can earn up to \$200 in perks and prizes (not counting Grand Prizes), from free tots and burgers to exclusive merchandise and gift cards. Available for \$20 at every McMenamins starting Nov. 5, 2013, the Passport rewards frequent visitors (self-declared “cosmic trippers”), and encourages people to explore beyond their usual locales.

Once the Passport is fully stamped, it can be redeemed for all of the following Grand Prizes:

- Three nights stays at three of our hotels.
- A pair of concert tickets for the Crystal Ballroom or Edgefield Concerts on the Lawn.
- Drinks at happy hour prices Sunday-Thursday for the first year after completing the passport.
- An honored guest key chain, which permits entrance into new properties before they’re open, tours with the McMenamins, wine bottlings and tastings, advances on product releases from the distillery, and more.

No purchase is necessary to receive stamps, with a few exceptions noted in the Passport, and there is no time limit or expiration date to complete the Passport. Bonus prizes will be announced along the way through [Facebook](#) and the [e-newsletter](#). Just in time for the holidays, a [McMenamins Passport Gift Pack](#) that includes the Passport and a \$20 gift certificate will be available at all locations for only \$35 (\$40 value) between Nov. 5, 2013, and Jan. 1, 2014.

About McMenamins

Founded in 1983 by brothers Mike and Brian McMenammin with a pub in Portland, Ore., McMenamins now includes 57 neighborhood pubs and breweries and historic properties and movie theaters throughout Oregon and Washington that all offer a casual, relaxed atmosphere where children are always welcome and regulars are common. Still independently, family-owned, McMenamins is the fourth-largest producer of microbrewed beer in a region famous for the craft, and also distills spirits, roasts coffee, turns grapes to wine and ferments cider. The company is appreciated for its concert venues and love for art and historic buildings, with several of its properties on the National Historic Register. For more information visit www.mcmenamins.com.

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