



**2008 DECLARED "THE YEAR IN BEER"
Beer Geeks Travel the World Looking for Great Beer Adventures**

Contact: Chris Nelson
Phone: (831) 659-4973
Cell Phone: (831) 214-3048
E-mail: chris@thebeergeek.com

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Beer travel has become all the rage in the craft brew world and beyond. With so many choices, a beer lover could plan a whole year's worth of beer adventures. And that is exactly what a Carmel Valley, California couple is going to do. They are planning a beer lover's ultimate travel adventure.

Chris Nelson and Merideth Canham-Nelson have declared 2008 "The Year in Beer". Beer travelers for over 15 years, they plan to attend a major beer event or destination each month in 2008. "We've combined all the things we love the most, beer, travel, and each other... now we are going to take it to the next level and make it the focus of our year", says Nelson. Traveling to destinations in the United States and Europe, the couple will chronicle their adventures on the website thebeergeek.com. Through their blog and videos, even an armchair beer traveler will be able to experience "The Year in Beer" as it happens. They also plan for their adventures to culminate in a book for 2009.

The uniqueness of their adventure is that they are doing it as a couple. Explains Nelson, "Sure, there are other beer adventure books, but I don't think anyone has done it as a couple... I think there will be a different perspective of a couple spending part of their 19th year of marriage making a great beer story."

The itinerary kicks off with the Great Alaskan Beer Festival in Anchorage, Alaska held January 18-19, 2008. This California couple must be dedicated to their mission since the average high temperature in Alaska in January is 21 degrees and the average winter daylight is only six hours. Canham-Nelson explains, "Our beer travels have taken us to interesting parts of the world, off the beaten path of the usual tourist. Some people call it crazy, but we call it fun!"

Other stops in the Year in Beer will be Boston for St. Patrick's Day, the Oregon Brewers Festival, the Great British Beer Festival, Oktoberfest and the Great American Beer Festival. Their year culminates with a Christmas beer festival in Belgium.

The self-described beer geeks are also doing their part to be American goodwill ambassadors. Nelson and Canham-Nelson do their best to be outgoing and open to new experiences when traveling. "By coming out of our shells, we have met a lot of interesting people. Some have become our friends, others only friends for a night", Nelson says. "With beer as a catalyst, we are meeting people from other countries and learning about other cultures. The world becomes a lot smaller through beer". And for this couple, next year is all about the beer.

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If you would like to know more about beer travel, or to schedule an interview with Chris Nelson and Merideth Canham-Nelson, please call Chris Nelson at (831) 659-4973 or e-mail Chris at chris@thebeergeek.com.