



## Sydney Beer Week Registrations Open

Event registrations for Sydney Beer Week (SBW) – Sydney's largest celebration of beer – are now open. The festival program runs October 20-29 and will include five streams: Food, Education, Activities, Technology and Showcase.

Registrations are being sought for events that can contribute to the diversity of the festival and the geographic spread of SBW across Greater Sydney. Sydney Beer Week's main aim is to deliver a world class celebration of beer that offers a range of experiences at different price points and showcases as much as possible of Sydney's vibrant beer culture.

Sydney Beer Week will be promoted via an integrated marketing and communications plan which aims to encourage participation at events, increase sales of ticketed events and provide updated information in the lead up to and during the festival, raising the profile of Sydney's beer culture.

Prospective event holders interested in participating in SBW17 should visit [sydneybeerweek.com.au](http://sydneybeerweek.com.au) to access the Event Information Pack and find out more. Registration will be open until 20 April after which there will be late registration fee applicable. SBW staff are on hand to discuss event ideas and assist with event development and promotional concepts via [info@sydneybeerweek.com.au](mailto:info@sydneybeerweek.com.au).

Stay tuned to [@sydneybeerweek](#) on facebook and Instagram or [sydneybeerweek.com.au](http://sydneybeerweek.com.au) for updates and announcements for SBW17.

For interviews and further information contact:

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