



**FOR IMMEDIATE RELEASE**

**PRESS RELEASE**

**Sponsorship Announcement  
Minnesota Cricket Association (MCA)**

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**‘Utepils’ is the “Official Beer” for Minnesota Cricket Association (MCA)!**

**May 22, 2018**

(Minneapolis, MN) – Minnesota Cricket Association (MCA) is proud to announce Minneapolis based Utepils Brewing as the official beer partner and Utepils as the official beer for Minnesota Cricket Association communities. Utepils beer will be the beer of choice for all Minnesota Cricket Association hosted sports, promotional and social events.

In announcing the new signature sponsor for Minnesota Cricket Association (MCA), President Lochan Samkaran said, “We are very excited to have Utepils as strategic partner, conveniently located in the Bryn Mawr neighborhood, which is only a few blocks from our key Cricket grounds! In hot summer evenings, now we have a fantastic place to have post-game activities and a few cold ones!” MCA hosts and organizes multiple summer outdoor Cricket league & tournaments in Bryn Mawr meadows, not too far from the intersection of I-394 & Penn Avenue.

In April 7, President of Utepils Brewing, Dan Justesen, introduced Utepils brands and features to the Cricket community leaders at MCA monthly board meeting. He said, "We embrace the passion and community of Cricket; it reflects our belief in the power of the classic, whether that be sports, beer styles, or the joy of having a beer together. The classics persist because they get it right." Utepils Brewing will be hosting Minnesota Cricket Association’s 2018 Season Opening celebration immediately after the Memorial Day holiday. See below for details on the upcoming key MCA event.

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**Minnesota Cricket Association (MCA) - 2018 Season Kick-Off!**

**When:** Friday, June 1, 7:00 PM till Midnight

**Where:** Utepils Brewing, 225 Thomas Avenue North, Minneapolis, MN 55405 (612-249-7800)

*From Thomas Ave. cross over the railroad tracks, turn left, head down to the lower end of the parking lot.*

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### About Cricket:

To most Americans, Cricket is a puzzlement. Even savvy sports fans know little more than it's traditionally played in white trousers, involves a flat wooden bat and lots of running back and forth between two bases. Fewer still realize it has a rich tradition in the United States; it predates by 140 years the national pastime of baseball, which is cricket's direct descendant.

Cricket is the world's second most popular sport. The game originated in England and has spread throughout the world. Cricket was the original American sport played by many of the founding fathers. The sport is regaining popularity fuel by several thousand clubs throughout the USA. The MCA "**Discover Cricket Initiative**" aims to bring awareness throughout MN.

According to Peter Della Penna, ESPN reporter, Cricket is the country's fastest -growing sport, with 15 million fans and an estimated 200,000 players. It can be found in all 50 states.

### About Minnesota Cricket Association (MCA): [www.minnesotacricket.com](http://www.minnesotacricket.com)

Cricket without boundaries. Inspire this international game as a mainstream diverse American sport. To be the leader of cricket development, promotion, and endorsement in all forms and formats across Minnesota. Minnesota Cricket Association (MCA) has been around for 40+ years, a locally managed and operated non-profit 501(c)(3) sports association certified by the state of Minnesota.

MCA's vision is to inspire the game of Cricket as a mainstream diverse American sport, to be the leader of cricket development, promotion, and endorsement in all forms and formats across Minnesota. Our missions are to build diversified communities, promote, encourage, foster and cultivate interest in the sport of cricket at all levels and including youth and adults, to initiate, sponsor, promote and carry out plans, policies and activities that would further the development and advancement of cricket in Minnesota and surrounding areas.

### About Utepils Brewing: <https://utepilsbrewing.com/>

Nestled on the banks of Bassett Creek between the Harrison & Bryn Mawr neighborhood of northwestern Minneapolis, Utepils' 18,000 square foot site features an iconic taproom, relaxing outdoor beer garden, and a full-scale craft brewery unlike any other.

Good brewing starts with honoring the traditions of brewers who have gone before us. Our beer is brewed using the highest quality water from the historic Glenwood Inglewood wells to produce beer that is classic yet uniquely distinct. Using tried and true brewing practices, we're creating a new tradition in the Twin Cities that brings friends and families together share good times and great beer.

