

FOR IMMEDIATE RELEASE: (FEB 23 2017)

Trail Magic Meter to be Unveiled at Thunder Island Brewing Co in Cascade Locks, Oregon

[Thunder Island Brewing Co to unveil a new Trail Magic Meter, which tracks trail magic pints gifted to PCT thru-hikers at a event on Sat Feb 25th in Cascade Locks, Oregon.](#)

CASCADE LOCKS, OR 2/23/2017—Thunder Island Brewing Co unveils a new Trail Magic Meter, a display that celebrates their version of trail magic, a trail-term that describes the act of lending support to long-distance hikers. Trail Magic Pints are tracked and gifted to Pacific Crest Trail thru-hikers that travel through the brewery. Debuting on February 25th at 5pm at Thunder Island Brewing Co at 515 NW Portage Rd, Cascade Locks, Oregon, the Trail Magic Meter display will keep track of the hundreds of Trail Magic Pints that customers purchase for thru-hikers in a pay-it-forward program that follows [Leave No Trace](#) principles.

From the start of the trail in Mexico, Cascade Locks, Oregon is at trail mile 2155, the only incorporated city directly on the PCT. According to brewery owner Dave Lipps, "When we first opened, we wanted to give thru-hikers a beer as a congratulatory beer for making through Oregon, but as a new business it was difficult to give away that much free beer." In the late summer of 2014, the Trail Magic Pint program started with a customer setting twenty dollars on the counter. "The customer had previously hiked the Appalachian Trail, and he said he wanted to cover the beers for the next four hikers. His random act of kindness was the beginning of our program," said Lipps.

Since 2014, Thunder Island Brewing Co has served over 1200+ trail magic pints to PCT thru-hikers at their Taproom. This Saturday February 25th, Thunder Island Brewing Co will match the first 100 Trail Magic Pints purchased in the Taproom with a donation of another 100 pints for the PCT Class of 2017. The brewery encourages hiking enthusiasts and past PCT classes to join in on the unveiling celebration on Saturday from 5 to 8pm. Trail Magic Pints will be available for purchase in the Taproom throughout the year. Un-redeemed Trail Magic Pints will be donated to the [Pacific Crest Trail Association](#) (PCTA) at the end of the year. Thunder Island Brewing Co is a proud business member of the PCTA, a non-profit singularly focused on preserving, protecting and promoting the Pacific Crest Trail.

About Thunder Island Brewing Company. Thunder Island Brewing Co is an adventure-based brewery that is handcrafting creative and innovative beers in the Pacific Northwest. Based out of the city of Cascades Locks, forty-four miles east of Portland, Thunder Island Brewing makes original beers inspired by a love of outdoor adventures, with a nod to local history and with a respect for all that the scenic Columbia River Gorge has to offer. For more information, visit www.thunderislandbrewing.com or follow Thunder Island Brewing on Twitter at @TIBrewing.

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