



Tourism Lethbridge
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News Release

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[The Highway 3 Ale Trail Launches its Collaboration Brew](#)

LETHBRIDGE, Alta – Tourism Lethbridge is pleased to announce that the participants of the Highway 3 Ale Trail, including the three Lethbridge-area craft breweries, have come together to produce a collaboration brew. The Highway 3 Ale Trail links eight Alberta breweries along the Crowsnest Highway in Southern Alberta. This regional beer-tasting trail is unique in the province.

The special edition collaboration — the Southern Alberta Pale Ale — is a creation of the 8-breweries along the Highway 3 Ale Trail. This beer is a light ale, with tasting notes of citrus and pine, delivered over a smooth and clean malt body. Southern Alberta Pale Ale will be available in the last week of August at the breweries along the Trail.

“It is a thrill to team up Medicine Hat and the Crowsnest Pass to promote our local creative craft brewers,” says Erin Crane of Tourism Lethbridge. “We want visitors to stop, stay in our local hotels and really experience each of our areas.”

The Highway 3 Ale Trail is a marketing collaboration of Tourism Medicine Hat, Tourism Lethbridge, and the South Canadian Rockies Tourism Association. It is a way for beer fans and designated driver to get a taste of Southern Alberta along one easy self-driving trail. Most tasting rooms are family friendly and many offer fresh-air patios.

“Craft breweries have taken off in Alberta for a reason, says Jace Anderson from Tourism Medicine Hat. “Welcoming tasting rooms show off unique aspects of the towns and cities they’re in and give beer lovers a chance to try new local flavours.”

The trail runs from Medicine Hat, in the east, through Lethbridge and Fort Macleod and then onto Lundbreck and then into the Crowsnest Pass and Blairmore. The participating breweries are Hell’s Basement Brewery, Medicine Hat Brewing Company, and Travois Ale works in Medicine Hat. Lethbridge adds Spectrum Ale Works and Theoretically Brewing, with Stronghold Brewing just next door in Fort Macleod. The western end of the trail in the Crowsnest Pass with Oldman River Brewing in Lundbeck, and the Pass Beer Company in Blairmore.

“With the Crowsnest Pass being a gateway to Alberta from British Columbia, it’s great to have an initiative that connects visitors to local businesses from the mountains to the prairies, says Sacha Anderson of the South Canadian Rockies Tourism Association.”

The Highway 3 Ale Trail was previewed at beer festivals in Calgary and Edmonton earlier this summer to a warm welcome. Hundreds of thirsty beer drinkers have also signed up for Ale Trail updates at AleTrails.ca. More information about local Lethbridge breweries can be found at TourismLethbridge.com/ale-trail.

Tourism Lethbridge does not condone driving under the influence of any substances that could inhibit the ability to drive. Travellers should have a designated driver when participating in this Ale Trail or any experience that includes alcohol. The breweries along the trail offer non-alcoholic beverages, ensuring everyone can have a great time.

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