**Media Contact:**

George Wacker

610-882-9200

george@DiscoverLehighValley.com

**Discover Lehigh Valley Announces Lehigh Valley Ale Trail**

*New website aims at being a comprehensive resource for craft beer aficionados*

**LEHIGH VALLEY, Pa.** (February 24, 2014) – [Discover Lehigh Valley](http://www.discoverlehighvalley.com), the official Destination Marketing Organization for Lehigh and Northampton counties in eastern Pennsylvania, announces a new website aimed at beer fans of all tastes, shapes, and frothy sizes.

The Lehigh Valley Ale Trail can be found at [www.LehighValleyAleTrail.com](http://www.LehighValleyAleTrail.com) and includes a comprehensive list of Lehigh Valley breweries, bars & pubs, shops, lodging, and events aimed at the always fun adventure of finding the best craft beers around.

Lehigh Valley is lucky to have a wide selection of brews available including breweries such as Weyerbacher Brewery in Easton and The Allentown Brew Works.

In addition, numerous bars in the Allentown, Easton, and Bethlehem areas have begun catering to craft beer fans by carrying many more on tap. But, where are these bars located and what do they have to offer?

The Lehigh Valley Ale Trail puts them all together and answers those questions for you.

So, head to [www.LehighValleyAleTrail.com](http://www.LehighValleyAleTrail.com) and meet our list of the best local microbrew bars, find your favorite brewery, or select an upcoming beer tasting event to attend. You don’t need to travel far to experience great craft beers.

Of course, we don’t recommend that you visit all of these locations in one day. Be sure to check out the available lodging locations, including hotels, inns, bed & breakfasts and campgrounds. And, as always, please drink responsibly.

**About Discover Lehigh Valley**

Discover Lehigh Valley is the designated destination marketing organization (DMO) of Lehigh and Northampton counties. Its mission is to promote and develop Lehigh Valley as a leisure and business travel destination. Created in 1984, Discover Lehigh Valley assists in promoting regional tourism, an industry that generates $1.857 billion in annual revenue and accounts for more than 22,000 jobs in Lehigh Valley. For more information on Discover Lehigh Valley and its activities or to request a *Lehigh Valley Official Visitors Guide*, call (800) MEET-HERE, or visit the official tourism website of Lehigh Valley at [DiscoverLehighValley.com](http://www.discoverlehighvalley.com).

###