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FOR IMMEDIATE RELEASE

Visit York County introduces YoCo Brew Trail

It is South Carolina's first brew trail that awards participants for completing a digital passport

Today, September 26 at 10:30 a.m., Visit York County officially launched the [YoCo Brew Trail](#) during a press conference at [Legal Remedy Brewing Co.](#) (129 Oakland Ave., Rock Hill, SC 29730). It's the state's first official brewery trail that features five breweries, one cidery (the state's first cidery) and one craft beer bottle shop.

Visit York County along with partners Amor Artis Brewing, Dust Off Brewing Co., Legal Remedy Brewing, Main Street Bottle Shop, Rock Hill Brewing Company, Slow Play Brewing and Windy Hill Orchard & Cidery introduced the YoCo Brew Trail via the Visit York County, SC mobile app. During today's press conference, trail partners demonstrated how the digital passport works and various ways that it is being promoted to generated awareness and participation. Brewers also discussed their perspective on being a part of the trail and its unique aspect to York County and the state.

"The partnership between Visit York County and local craft brew locations has developed into South Carolina's first official brewery trail," said Andy Clinton, VP of Sales for Visit York County. "Many future visitors and local residents will be able to take advantage of this unique experience."

The YoCo Brew Trail is a digital passport, which is a featured tab within the app that highlights each participating brewery, cider company and beer shop featured along the trail. Any participant who completes at least five out of the seven stops along the trail, by checking in through the digital passport will receive a YoCo Brew Hero prize. The prize includes a YoCo Brew t-shirt and a koozie.

For more information about the YoCo Brew Trail visit www.yocobrewtrail.com. Video link:
<https://youtu.be/cP3UuHShxDk>

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[Visit York County, SC](#) (also known as the Rock Hill/ York County CVB) is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of their destination, focusing on convention, sports and leisure sales, tourism marketing and services. The organization works in collaboration with the CVB board as well as the York County Council and appropriate funding sources. In 2008, Rock Hill/ York County CVB became the first accredited destination marketing organization in South Carolina.