

**FOR IMMEDIATE RELEASE**

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**(Toronto, Ontario. February 5th, 2019)** – *Nothing says winter like being in the great outdoors in Muskoka!* Join us February 23<sup>rd</sup>, as we bring you the [Muskoka Cup](#); a true Canadian Triathlon: Skate, Snowshoe, Drink! The event takes place at [Deerhurst Resort](#), in Huntsville, Ontario, and is in partnership with [Muskoka Brewery](#). Muskoka Brewery is proud to help racers with the last leg of their race by providing all participants with a delicious Muskoka beer (must be legal drinking age).

**SKATE!** 4 kms on the lake

**SHOWSHOE!** 2 kms on the golf course

**DRINK!** A delicious Muskoka Beer (or non-alcoholic beverage)

With an option to take part in the Competitive Race (2:30pm start), the Fun Race (3:30pm start), or just join for a delicious meal from Deerhurst and live entertainment from Jamie Williams, everyone can enjoy this family-friendly event! All while raising money and awareness for the [Canadian Music Therapy Trust Fund](#) (with help from the [Muskoka Venture Fund](#))

Simply set up your online pledge page to raise money for your race and the cause!  
<https://www.canadahelps.org/en/charities/885510008RR0001-canadian-music-therapy-trust-fund/p2p/Muskokacup/>

There will be prizes for our top fundraisers!

**Pre-Registration/Tickets:**

\$60 per racer (includes dinner and music)

\$35 for dinner and music only

Facebook: <https://www.facebook.com/wineandspiritfestival>

Twitter: [@drinkIncevents](https://twitter.com/drinkIncevents)

Instagram: [@drinkIncevents](https://www.instagram.com/drinkIncevents)

**About Drink Inc. Events**

As founder of the Wine & Spirit Festival, County in the City Wine Tasting, Fresh Hop Beer Fest, and the Summer Craft Beer Fest, Drink Inc. has operated consumer shows in the alcoholic beverage markets across Canada for almost two decades.

**About Muskoka Brewery**

Nestled amongst the lakes and trees of Bracebridge, Ontario, Muskoka Brewery kicked open its doors in the summer of 1996. Canada's first Living Wage Brewery, an award-winning beer portfolio and the spirit of the Canadian outdoors, Muskoka Brewery's fresh and compelling creations are as unique and refreshing as the region they're from.

**About Deerhurst Resort**

Embracing Peninsula Lake, Deerhurst Resort is your year-round retreat for a Muskoka vacation or getaway to Ontario's famous "cottage country", one of National Geographic Traveler Magazine's "Best of the World 2012" recommended places for visit, fun-filled family vacations, and meetings.

For more information on the Muskoka Cup, please visit:

[www.muskokacup.ca](http://www.muskokacup.ca)

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