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Charleston CVB Wins Two Stars of the Industry Awards

WV Tourism Recognizes Brewers Row and Mountain Stage

Charleston, W.Va. - The Charleston Convention & Visitors Bureau brought home two awards this week from the Governor's Conference on Tourism at Canaan Valley Resort State Park. Brewers Row, a partnership among the CVB and three local craft breweries located on Summers Street, won the award for Special Project. Bad Shepherd Beer Company, Fife Street Brewing, Short Story Brewing, and the CVB opened Brewers Row in March 2023. The program features a passport that challenges patrons to drink three beers at each brewery to earn a custom Brewers Row pint glass.

"Brewers Row has not only been a hit with our customers (people love challenges and activities that involve drinking beer!), but it has really helped put Charleston, West Virginia, on the map as a great craft beer destination," said Fife Street Brewing Co-owner Josh Dodd. "We have stamped passports for customers from all over the nation that have provided overwhelmingly positive feedback regarding the service and quality of the beer they have received at the three breweries."

The success of Brewers Row quickly led to expansion within the Capital City. The Charleston Dirty Birds and Charleston Coliseum & Convention Center now serve the local breweries' products in a branded Brewers Row location within each facility.

The Charleston CVB, along with representatives from Mountain Stage, accepted the Overall Earned Media Award for the March 25 online *Rolling Stone* feature "[Mountain Stage' Has Featured Everyone From Tyler Childers to Tori Amos. 40 Years on, It's Still Breaking Artists.](#)" The CVB hosted author Garret K. Woodward, Contributing Writer for *Rolling Stone*, while he researched his feature that celebrates the show's 40th anniversary, outlines the show's history with former host Larry Groce, and looks to the

future with current host Kathy Mattea. *Rolling Stone.com* averages 65 million page views monthly and has more than 17 million followers on its social media channels.

“Coverage in such a renowned publication as “*Rolling Stone*” is gratifying, and to be acknowledged by our partners and colleagues in the tourism industry adds to that honor,” said Mountain Stage Executive Producer Adam Harris. “The many live music lovers and radio listeners who come to Mountain Stage are the engine that keeps powering both our industries, so it’s wonderful to share this spotlight.”

Mountain Stage is broadcast weekly on more than 280 stations across America and around the world via NPR Music. The show’s home venue is the Culture Center Theater at the State Capitol Complex.

"These two awards mean a lot to us because they're awards that highlight the spirit of collaboration that exists in the Charleston tourism industry," said Charleston CVB President/CEO Tim Brady. "We're all rowing this boat together and you're seeing great things come from that."

About the Charleston CVB: The Charleston Convention & Visitors Bureau’s mission is to positively impact the economic and social prosperity of our community by attracting visitors and events that directly support jobs and local businesses and generate economic and cultural impact. For more information or to see an events schedule, visit www.charlestonwv.com.

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