

Contact: Craig Gravina
P: (518) 669-1113
E: craig@albanyaleproject.com

**FOR IMMEDIATE
RELEASE**



The Albany Ale Project Launches New Website

September 3, 2013 – The Albany Ale Project is pleased to announce the launch of its new website, **albanyaleproject.com**. The site revolves around the extensive history of brewing and beer making in the City of Albany, and the research into re-discovering the 19th century phenomenon—a double XX strength ale brewed across the city and exported around the world—known as Albany Ale. The new website has biographies of key players in the research of Albany Ale; a history of brewing in Albany from the 17th century to today; images from the collections of the Albany Institute of History and Art; information on recreated beers; as well as event and news listings—with additional reference material and content planned for the future. Through the website, the Albany Ale Project will serve as a hub for all information on Albany Ale, and continue the stewardship of its history.

In 2010, beer bloggers Alan McLeod (agoodbeerblog.com) and Craig Gravina (drinkdrank1.com) stumbled across an early 19th century advertisement for Albany Ale—but what exactly was Albany Ale? That question took the duo on a journey through history spanning nearly 400 years. Since 2010 the Albany Ale Project has continued to grow. Now, this international research endeavor is focused on bringing the history and stories of an industry that helped to build the capital city of New York to light. Curator of History and Material Culture at the Albany Institute of History & Art, Dr. W. Douglas McCombs says of the Albany Ale Project, “What better way to highlight Albany’s long and important brewing history than through the work being done by the Albany Ale Project? Craig Gravina, Alan McLeod, and numerous others are making the city’s history part of the present. Kudos to them!”

Although Albany Ale no longer exists, the research being done by the Albany Ale Project is increasing interest in the oft-forgotten history of Albany's brewing past – and the Ale that accompanied it. The Albany Ale Project's hope is that the web site will encourage more collaboration. "We think the website is a great opportunity for people who aren't part of the Project yet to share their own information or stories about Albany Ale. Who knows what Albany Ale-related stuff might be tucked away in someone's attic." Says Albany Ale Project co-founder Alan McLeod.

For more information on The Albany Ale Project or the history of Albany Ale, go to **albanyaleproject.com**, or find them on Facebook. For any questions, or to schedule an interview, please contact Craig Gravina at (518) 669-1113 or at craig@albanyaleproject.com

###