



STORMCLOUD

BREWING COMPANY

FOR IMMEDIATE RELEASE:

Stormcloud Brewing Company Creates Employee Commuter Program

FRANKFORT, MI (August 5, 2016) - Employees of Stormcloud Brewing Company are benefiting from a new program designed to create more parking in downtown Frankfort. Earlier this summer Stormcloud launched **Cloud Commuters**, a company-wide program to incentivize employees of the northern Michigan pub and brewery to leave their cars at home.

Stormcloud employees who walk, bike, ride share, or get dropped off for their shift are tallied daily. At the end of each week, one Cloud Commuter's name is drawn and awarded a \$25 gift card. So far this summer, Stormcloud employees have found an alternative to driving to more than 225 work shifts.

"Our goal with Cloud Commuters is to avoid unnecessary congestion in our small coastal city," says Stormcloud co-owner Rick Schmitt. "During the summer months our downtown is overwhelmed with traffic from shoppers, diners and beachgoers. If we can keep another 20+ cars from driving and parking downtown on a daily basis, hopefully we've made an impact. Fewer vehicles downtown translates to less pollution and more parking spots for our visitors."

As part of the program, Stormcloud also partnered with the Frankfort-Elberta Area School District to allow employees who need to drive, an alternative place to park their cars. Cloud Commuters can park at the Frankfort Elementary School, located approximately six blocks from Stormcloud's downtown establishment. For those employees, the microbrewery purchased three bicycles to be used to commute the short distance to and from the school.

"It's a win-win for Stormcloud and for the city of Frankfort," says Schmitt. "Our employees are happier and healthier because they're getting more exercise, plus they have a chance to go home with some extra money. The city's streets are less crowded, which can be tough to tell on a busy summer day. But we know it's working and we plan to continue the program through Labor Day."

About Stormcloud Brewing Company

Stormcloud Brewing Company opened in June 2013 just two blocks from Lake Michigan in the coastal city of Frankfort, Michigan. A small brewery specializing in handcrafted Belgian-style brewing, Stormcloud offers 16 taps in addition to a full menu of flatbread pizzas, small plate appetizers, soups and salads, sandwiches, charcuterie plates, and specialty popcorn. Visit Stormcloud online at Stormcloudbrewing.com.