

Treefort Music Fest

September 23 – 27, 2020 | Downtown Boise, Idaho

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TREEFORT MUSIC FEST RELEASES NEW BEER, ANNOUNCES LIVE MUSIC RELIEF FUND

House Show, a locally-made limited edition beer, will benefit the local live music ecosystem

BOISE, IDAHO — April 24, 2020 — Treefort Music Fest has announced the release of **House Show**, a new limited edition beer made by Mother Earth Brew Co. in Nampa, Idaho. All proceeds from House Show sales will support the local live music ecosystem.

Originally set to debut as “Fresh AF” at Alefort 2020, House Show has been canned and entitled House Show, because there ain’t no party like a house show... even if you’re the only one there. Sold in a 4-pack of 16oz cans, House Show will be available for purchase in the coming days at both Boise Co-op locations and Bittercreek Alehouse. Limited quantity available.

House Show is a ridiculously smooth unfiltered IPA coming in at just 25 IBUs, and brewed with a dash of lactose in the vein of a Northeast-style hazy. Though paying respects to its hazy cohorts in smoothness and lower bitterness, the beer drinks much differently, finishing clean rather than murky. House Show showcases the fruity hop characteristics of El Dorado, Mosaic, Amarillo, and Cashmere.



All proceeds from House Show sales will support the Treasure Valley live music ecosystem via the new **Treefort Live Music Relief Fund**. The fund aims to alleviate financial hardship for people working in our local live music industry by offering support to Boise-based artists, musicians, audio and lighting engineers, techs, tour managers, production managers and others who work in the live music industry. More information, applicant eligibility, and information on how to contribute to the Live Music Relief Fund can be found at treefortmusicfest.com/live-music-relief-fund.

“Live music and the experience industry around it brings so much value to our community here in Boise and beyond,” said Eric Gilbert, festival director. “We hope the Live Music Relief Fund will help foster a means for artists to keep creating and support the resiliency of our live music ecosystem, including venues, industry workers, techs, and other related infrastructure.”

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About Treefort Music Fest

Conceived as an extension of the current momentum in the Boise music scene and art scene at large, our vision is that Treefort will provide the opportunity for Boise to play host to the national and regional music scenes while showcasing the local up-and-coming talent. Treefort Music Fest was proudly recognized as the Cultural Ambassador for the City of Boise 2015-2017.

www.treefortmusicfest.com | #treefort2020