News Release

Big E's Teams With 96.1's 'Big Drew and Jim', Big Lake Brewing Company, to Support Charity With New Beer Release
Red Ale and Cherry Stout Released November 6 at Live Remote to Support Autism Society, Special Olympics

For Immediate Release

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GRAND RAPIDS, Mich. November 3, 2017—A local restaurant, sports radio talk show, and brewing company are teaming up to benefit two charities over the next month.

Big Lake Brewing Company (http://biglakebrewing.com) is releasing two new beers in conjunction with Big Drew and Jim, hosts of the popular ESPN sports talk program heard on 96.1 FM. (https://espn961.iheart.com/featured/big-drew-and-jim/). **The beers will be released during a special live remote broadcast of their show on November 6 from 3-6 p.m. at Big E's Sports Grill, 2325 East Beltline Avenue in Grand Rapids.** (http://bigessportsgrill.com)

Jim's beer will be a red ale named "Jim's Maroon and Gold," in honor of his alma mater Central Michigan University. It is described by Big Lake as "moderate malt, and a small amount of noble hops in the aroma. Body is moderate with a little caramel, and sweetness. Not overly sweet, just middle of the road approachable ale. Clean, dry, and slightly biscuity."

Meanwhile, "Big Drew's CUE" (Cherry Unicorn Explosion), is a cherry cocoa porter, described by the brewery as "Cherry, and milk chocolate, cacao aroma. Chocolate malt, and medium caramel aroma are slight behind the initial cherry cocoa aroma. Strong malt flavor blends nicely with the all-natural cherry. Lots of milk chocolate, and cocoa followed by the linger of sweet cherry."

"Big E's and Suburban Inns have always valued giving back to the communities we live in, and this promotion with Big Lake and Big Drew and Jim is a win for everyone," said Bob Flavin, Suburban

Inns Corporate Director of Marketing. "This allows the guys on the show to have some friendly competition and to help support two great causes at the same time."

Big Drew said the event is perfect for a community known for microbrewing.

"I've always wanted to leave my mark on the landscape of Beer City and I'm thrilled to partner with Big Lake Brewing and Big E's Sports Grill to bring the world the beer it's always longed for - Cherry Unicorn Explosion," he said. "People should tell their bartender to C.U.E one up for them and help me win and support the Autism Society of West Michigan!"

Jim also is eager to give back to the community.

"Drew and I are so competitive and I think it's only right that we team up and channel that into something positive for our community--great beer with proceeds going towards a great cause," Jim said. "When I was a student at Central Michigan I saw just how beneficial the Special Olympics programs were, and I'm proud to help further those efforts with the help of Big Lake Brewing and Big E's Sports Grill."

Big E's, owned and operated by Suburban Inns, will donate $1 of every pint sold of both beers to charities selected by Big Drew and Jim. Big Drew's charity is the Autism Society (http://autism-society.org), and Jim's is Special Olympics (http://www.specialolympics.org). Big Lake Brewing company will also match the donation of $1.00 per every pint sold. In addition to the Big E's in Grand Rapids, both new beers will be available until December 6, or until supplies run out, at the Big E's in downtown Holland, inside the Courtyard by Marriott at 121 E. 8th Street.

About Suburban Inns
Founded in 1979, Suburban Inns develops, owns and operates award-winning hotels and restaurants in Holland, Grand Rapids, and Midland. Its hotels consistently rank in the top tier of their franchises for customer service and quality, winning some of the top awards in North America. For more information, visit www.suburbaninns.com.