



FOR IMMEDIATE RELEASE

Motor City Miles is new official beer of the Detroit Free Press Marathon

The Light International Pale Ale was brewed by Detroit's Eastern Market Brewing Co. and will be available beginning race weekend

(DETROIT – Oct. 8, 2024) When Detroit Free Press Marathon runners cross the finish line on Oct. 20, they just might want to celebrate with some Motor City Miles.

No, not more running.



Motor City Miles is the name of the new beer brewed specifically for the race. Produced by Detroit's Eastern Market Brewing Co., the international pale ale will be available at multiple locations throughout the weekend, including at Conquered, the race's official afterparty in downtown Detroit.

Its style and label tip hats to the marathon's signature feature: the crossing of an international border. Crisp and refreshing, it is perfect for the finish line, with subtle hints of noble hops and a delicate banana finish.

The label references both Canada and the United States, including a visage of the Ambassador Bridge, which runners traverse at the outset of the Marathon and International Half-Marathon.

"Eastern Market is known for great beer, and a strong commitment to Detroit and the state, which are the main reasons we wanted to work with them," said Aaron Velthoven, vice president and executive race director. "But there's also been a real kismet to the partnership because as a company, EMBC really gets — and embraces — running culture."

The company's original location, on Riopelle in Eastern Market, is less than a block from the Marathon route. Its new Elephant & Co. brewery, on Charlotte in downtown Detroit, is within a block of the Marathon, International Half-Marathon and Motor City Half-Marathon courses. Both locations will carry the beer (cans and on draft) during the marathon weekend, Oct. 18-20.

"I ran the Detroit Free Press Marathon in 2016, the same year we hatched the plan to open a brewery in Eastern Market," said Dayne Bartscht, founder of Eastern Market Brewing Co. "I'll always remember rush-ordering a shirt with our name on the back, fully aware that everyone passing me would get a good look. I credit my slow pace for the growth that led to us crafting a beer for the marathon!"

Bartscht is not the only EMBC employee with a direct connection to the race. Emma Leech, the lead brewer at EMBC's production facility in Royal Oak, is heading the creation of the beer, which balances fruity yeast esters with a smooth, bready, pilsner malt backbone. She'll be running the race.

"I've been a runner for a long time, but this will be my first-ever marathon — very excited and feeling ready," said Leech. "This beer is a favorite of mine, and I'm stoked it's the official beer of the Detroit Free Press Marathon. Can't wait to have one at the finish line. Cheers!"

In addition to its availability through Parc at the Conquered afterparty in Campus Martius and the EMBC locations, Motor City Miles will be featured at Huntington Place for the marathon's Expo, at Downtown Detroit bar Second Best for the Official Warm-Up Party, and for retail sales at Meijer Rivertown Market in Detroit.

The Conquered afterparty is held annually in Campus Martius and adjoining Cadillac Square — just about a block from the finish line. It runs from 8 a.m.-3 p.m. Oct. 20 and will include multiple food trucks, photo opportunities, the chance to congratulate runners, an awards ceremony for winners, and a live performance by Detroit band Lyrical Heat. The party is free and open to all.

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For a photo of Motor City Miles beer and additional Detroit Free Press Marathon imagery, go here: [PHOTOS](#).

About the Detroit Free Press Marathon: The Detroit Free Press Marathon is Michigan's largest road race, North America's largest international road race and a beloved tradition among runners across the world. Featuring a unique cross-border course between the United States and Canada, the event showcases the spirit of Detroit and its vibrant communities. Detroit's race weekend will be held Oct. 18-20, 2024. Races include the Marathon, International Half-Marathon, Motor City Half-Marathon, Marathon Relay, 5K, 1-Mile Presented by Precision Garage, Kids Marathon Presented by Priority Health, and Meijer Little Detroit Dash. More at [Detroit Free Press Marathon](#).

About Eastern Market Brewing Co.: Eastern Market Brewing Co. is a community-driven brewery in the heart of Detroit's historic Eastern Market, a district with a rich brewing tradition. Since opening in 2017, EMBC has become known for its creative approach to craft beer, blending small-batch innovation with large-scale production. The company expanded in 2020 by launching its experimental offshoot, Ferndale Project, and later introduced two Elephant & Co. locations, where their expertise in fermentation extends to Detroit-style pizza. More at [Eastern Market Brewing Co.](#)