

For immediate release

Third Life Brewing commemorates film festival with ‘Dead Drift’
IPA from Manistee brewery commemorates March 2-3 event

MANISTEE COUNTY, Mich. (Feb. 20, 2024) – Third Life Brewing has created a special beer to commemorate the inaugural International Fly Fishing Film Festival, which makes its way to the Vogue Theatre in downtown Manistee on March 2-3.

Presented by Iron Fish Distillery and Manistee County Tourism Authority, the film festival includes nine short films by professional filmmakers from all corners of the globe, each showcasing the passion, lifestyle and culture of fly fishing.

“We wanted to create a beer that compliments the tranquil moments of being out on the river,” Third Life Brewing’s Jamieson Hanna said.

The beer is a Session IPA, and Hanna added that it is light, crisp and “has subtle tropical fruit notes”

“It’s a guilt-free beer knowing it’s low ABV, but full of all the flavors you’d expect from a regular IPA” he said.

The beer will be sold at Third Life Brewing and area restaurants.

Third Life Brewing is also hosting a fly-tying demonstration from 5 to 6 p.m. Thursday, Feb. 29 at the brewery. Guests can enjoy the beer while watching professional fly fisherman John Gouker tie flies.

Tickets to the film festival are \$25 per person for all nine films, which will be presented consecutively and in less than two hours. All proceeds from film tickets will benefit the Little Manistee Watershed Conservation Council and The Vogue Theatre, a 501c3.

There will be three showings of the films, all at The Vogue:

- Showing 1: 12:30 to 2:30 p.m. Saturday, March 2
- Showing 2: 3 to 5 p.m. Saturday, March 2
- Showing 3: 11 a.m. to 1 p.m. Sunday, March 3

Tickets to the film festival and a schedule of events can be found at <https://www.visitmanisteecounty.com/filmfest>

The official selections in this year's festival are "Pinawaca," a jungle adventure led by popular angler and guide Jako Lucas, in search of legendary and oversized peacock bass; "Vivid Dreams," a breathtaking film about a group of friends in search of oversized sea-run brown trout in rugged landscapes; "Tunulik," a northern adventure to Nunavik, Quebec, Canada in search of trophy brook trout, arctic char and Atlantic salmon; "The Runaround," a high-energy film following a group of friends on an adventure from Walker's Cay in Florida to the famed everglades; "Tension," a cinematic tale celebrating legacy, conservation and the American West; and "A Ride with Clyde," an unforgettable, unconventional and memorable trip with salty friends into the Tennessee hills.

Other short films include "Kendjam," a tale of fly fishing in Bolivia; "The Golden Ride," an unforgettable fly fishing trip centered around a community of friends as they travel south to Argentina in pursuit of aggressive Golden Dorado; and "South Caicos," a short film about anglers traveling to the Caribbean's untouched flats, in miles of ankle-deep water and soft white sand in search of large bonefish.

Additionally, Manistee Tourism and Iron Fish Distillery are working on a series of presentations, demonstrations and seminars that celebrate fly fishing that will be held at West Shore Community College's downtown Manistee campus throughout the weekend. A schedule will be released when programs are finalized.

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