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**FOR IMMEDIATE RELEASE**

*Special Ticket: Meet George + Signed Copy of New Book "Drinking With George"*

**George Wendt aka 'Norm' from Cheers Fame  
Joins DRAFT Magazine's Big Pour in Scottsdale  
Sat. Nov. 14**

*'Da Bears' Star Perennial Fan Favorite*

*The Big Pour: three-day event Nov. 12-14 in Downtown Scottsdale*

*Woody: Can I pour you a beer, Mr. Peterson?*

*Norm: A little early, isn't it, Woody?*

*Woody: For a beer?*

*Norm: No, for stupid questions.*

"Thus was born the cult of Norm Peterson, the most famous barfly to ever emerge from must-see TV. A living legend in the form of actor **George Wendt**, Norm from "Cheers" is a welcome sight at any watering hole. Now joining a long and proud history of literary liches, his first book, "Drinking With George" is out this month, chronicling his journey from illicit sips of Grandpa's Budweiser to his discovery that one should always grab two beers on a trip to the fridge, in case you finish one off before getting back to the couch."

*--New York Post's Justin Rocket Silverman*

Oct. 28, 2009 (Scottsdale, Ariz.) – Every man's bar buddy, George Wendt, aka "Norm," will grace a barstool at **The Big Pour**, Sat., Nov. 14, at Scottsdale Waterfront. George graciously accepted **DRAFT** Magazine's invitation to visit fans, sign his new book *Drinking With George*, participate in a beer seminar and hoist a few in the process.

**The Big Pour**, Nov. 12-14, will offer a Saturday "Fan" ticket @ \$50 specifically for Norm fans that includes:

- Meet & greet with George
- Signed Copy of his book "Drinking With George"
- 15 Pours from a selection of hundreds of craft beers
- *Everclear* Concert

In true spirit of the occasion, George said: "Hope they have a warm barstool for me...plenty of copies my new book and I'm ready to throw some down with Big Pour fans in Scottsdale."

Wendt, who graces **DRAFT** Magazine's November/December cover, will enjoy **The Big Pour** with other patrons, experiencing a beer lover's adventure with hundreds of craft beers from breweries across the globe, never before in Arizona.

**- M O R E -**

## George Wendt aka 'Norm' Comes to The Big Pour/2

The event features beer salons or seminars; food pairing demos on the *Westar Sub-Zero/Wolf Stage* hosted by EaterAZ.com; pavilion; VIP lounge; and some of the world's most celebrated brewers and beer experts. After a rousing premiere in 2008, **The Big Pour** in 2009 also will host Wendt on Sat., Nov. 12, with continuous live music including headliner *Everclear* on the *Sierra Nevada Stage*.

**Tickets.** Advance tickets at [www.DraftMag.com](http://www.DraftMag.com).

- **Thursday Ticket** -- \$10 includes eight pours, celebrating *Green Street Scottsdale* featuring sustainable breweries, including *Sierra Nevada* and *New Belgium* brands, among many others.
- **Friday Ticket** -- \$10 for eight pours, Raquel Aurilia concert on *Sierra Nevada Stage*; beer pairing demos on the *Westar Sub-Zero/Wolf Stage* hosted by EaterAZ.com, pavilion, and more.
- **Saturday Ticket** -- \$35 admission, 15 pours, plus continuous music with headliner *Everclear* on *Sierra Nevada Stage*; beer pairings demos on *Westar Sub-Zero/Wolf Stage* hosted by EaterAZ.com; pavilion, and more.
- **Three-day VIP Ticket** -- **\$75 VIP**. Includes three-day access, VIP tasting lounge (with rare and extraordinary beers on Friday & Saturday), pavilion, seminars, beer pairing demos on the *Westar SubZero/Wolfe Stage* hosted by EaterAZ.com, and continuous music, including Saturday's *Everclear* concert on *Sierra Nevada Stage*.
- **Saturday "Fan" Ticket**. A special limited number of **\$50 Fan** tickets for 'Norm' fans includes his new book, a meet & greet, 15 pours and the *Everclear* concert, beer pairing demos and pavilion, activity on two stages, and more.

Wendt, of course, came to major fame in the early 1980s when he landed the role of a lifetime: barfly and lovable lush *Norm Peterson* on NBC's sitcom "Cheers," which aired from 1982 to 1993 and garnered Emmys galore.

Despite subsequent star turns in "un-Cheers-like projects" – from "Sabrina, the Teenage Witch" and "Saturday Night Live's" Superfans sketches to the recently closed Broadway production of "Hairspray" (he played rotund matron Edna Turnblad) – the truly lovable Norm character became a piece of Americana, and remains to this day the role for which Wendt is most widely known.

**The Big Pour** kicks off Thurs., Nov. 12, 4pm -10pm; and continues Fri., Nov. 13, 4pm – 11pm; and Sat., Nov. 14, noon – 11pm.

Among the hundreds of breweries without an Arizona presence featured at **The Big Pour** are Great Divide; Brasserie de Silly (Belgium); Russian River; Allagash; Alpine Brewing; Ska Brewing; Breckenridge Brewery; Port/Lost Abbey; Avery Brewing; Redstone Meadery; Dogfish Head; Bell's Brewery, and many more.

**Don't drink and drive!** **The Big Pour** strongly encourages responsible drinking during this event. Guests are encouraged to call for designated drivers, taxis, trolley and bus transportation, walk, bicycle, and dine by patronizing the many area restaurants.

- M O R E -

## George Wendt aka 'Norm' Comes to The Big Pour/3

**About Drinking With George.** George Wendt and beer have shared a lot over the years: good times, great stories, endless trivia, and a successful show business career. In **DRINKING WITH GEORGE: A Barstool Professional's Guide to Beer**, Wendt invites readers to crack open a cold one and pull up a seat at the bar as he celebrates the indelible, intoxicating beverage. More than just a guide to beer, this book is a celebration, an ode to Wendt's favorite libation. Showcasing lively anecdotes with a mixture of real knowledge of the hops and tongue-in-cheek tips for the ultimate beer-drinking experience, readers gain insight into George's personality as he shares stories from his time spent on *Cheers*, *Saturday Night Live*, relationships with Woody Harrelson and Chris Farley, and performing at the well-known comedy theater The Second City.

**About The Big Pour.** In its second year in Arizona, **The Big Pour** is a beer connoisseur's adventure featuring hundreds of craft beers from throughout the world. The three-day event Thursday – Saturday, Nov. 12-14, also will feature a pavilion, beer pairing cooking stage, VIP lounge, salon seminars, round-the clock musical concerts culminating with headliner Everclear, and much, much more. **The Big Pour** strongly encourages responsible drinking and the use of designated drivers taxis, trolley and bus transportation, walking, bicycling, and to dine by at the many area restaurants. Don't drink and drive! Visit [www.DraftMag.com](http://www.DraftMag.com) and click on **The Big Pour**.

**About DRAFT Magazine.** **DRAFT** Magazine was launched in September of 2006 at the Great American Beer Festival in Denver, Colorado. Since that time, **DRAFT** has built the largest subscription and circulation base of its kind, offering the highest quality beer and beer-related content available on the market, as well as the most robust and widespread distribution and marketing platform in the industry. **DRAFT** is also an active participant and contributor within the industry, providing financial and marketing support to a myriad of industry events and efforts. [www.DraftMag.com](http://www.DraftMag.com)

**About R Entertainment Company.** R Entertainment Company of Scottsdale, is a national concert and events booking, marketing and production company with 200 dates a year, including American Express Chairman's event, Toby Keith, Joan Rivers, Sinbad, Jamie Foxx, Queen + Paul Rodgers worldwide tour, BB King, Foreigner, and many others. [www.R-Entertainment.com](http://www.R-Entertainment.com)

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