

FOR IMMEDIATE RELEASE

Take the Year Off: Fat Tire Wants to Fund a Full Year of Freedom
And Giving Away \$100,000 to Make It Happen

Today, Fat Tire launched a bold new contest offering \$100,000 to help one lucky dreamer chase their passion. From now until September 30, 2025, Fat Tire is asking one simple question, “[If given a year off and \\$100,000, how would you flip the script?](#)” The brand is calling for submissions full of creativity, heart, or just so bold they make the judges say, “hell yeah, give them the money”. One winner will receive the full \$100,000 to realize their dream. Ten more will score a year’s supply of Fat Tire to fuel their own wild ride.

Known for its easy-drinking beer, Fat Tire reflects the spirit of its founders who embraced their passions and rejected convention. That same spirit drives this campaign by offering the chance to ditch routine and reclaim the freedom to define success on their terms, at their pace.

“More and more consumers, especially Gen Z, aren’t connecting with the rat race mentality,” said New Belgium CMO Rebecca Dye Yonushonis. “According to a report published by the Center for Scholars & Storytellers at UCLA earlier this year, nearly 60% of Gen Z feel the American Dream is out of reach due to economic barriers, and Fat Tire wants to change that. Over 30 years ago, Fat Tire’s founders followed their passion for craft beer, leaving a legacy of incredible beer and an even more incredible company. Their journey shows what’s possible when we embrace what inspires us and stay curious about what’s possible.”

Ready to take the year off?

Applications can be submitted at <https://www.fattire.com/contests/take-the-year-off/>. At the end of the entry period, a panel of Fat Tire-loving judges will choose one winner to receive the full \$100,000 based on an original and compelling entry statement outlining how the money will be used and ten more will win Fat Tire for a year. The winners will be announced October 31 and notified directly.

Take the Year Off entry submissions and full giveaway rules can be found at <https://www.fattire.com/contests/take-the-year-off/>. Join the conversation on social media to see how other Fat Tire dreamers are following their passions and share your own.

Fat Tire is available in 6 and 12- pack cans, 19.2 oz cans, and 12 pk bottles – find Fat Tire near you using the [New Belgium beer finder](#). To learn more about Fat Tire, visit [FatTire.com](#) and follow on [Instagram](#), [Facebook](#), [YouTube](#), and [X](#).

About Fat Tire

Fat Tire is the high-quality, low-impact ale brewed to protect the only planet with beer. First introduced by New Belgium Brewing in 1991, Fat Tire quickly became one of its most beloved and enduring beers. Known for its easy-drinking nature, Fat Tire has earned its

place as a pioneer not only in the craft beer movement but also in environmental stewardship.

A longtime advocate for environmental initiatives, Fat Tire become America's first certified carbon-neutral beer in 2020. Fat Tire continues to make great beer and invest in customer education and advocacy, offering solutions to the climate crisis through its digital platform at www.fattire.com.

###