



**For Immediate Release**

Contact: Mary Ann Sabo  
Sabo Public Relations, 616.485.1432  
or  
Brian Greenleaf  
Sabo Public Relations, 906.221.9174

**Hospice of Michigan Unveils New Event: Barley, BBQ & Beats**  
*Whiskey, BBQ and Music Festival Will Benefit the Organization's Open Access Program*

**Grand Rapids, Michigan, May 16, 2016** – Barbecue lovers rejoice: Hospice of Michigan, the largest provider of hospice care in the state, is unveiling a first-of-its-kind community celebration.

Barley, BBQ & Beats will showcase whiskeys distilled in Michigan, along with barbeque from leading pit masters and barbeque restaurants on Saturday, May 21. The evening will also feature live entertainment, including performances from hometown favorites Domestic Problems, Mid-Life Crisis and Big Dudee Roo.

The event, which will be held in the Van Andel Arena from 5-9 p.m., will benefit Hospice of Michigan's open access program.

"We're extremely excited to bring Barley, BBQ & Beats to our community," said Marcie Hillary, vice president of community relations. "West Michigan enjoys a thriving craft food and beverage industry along with a love of community. We look forward to creating a special merger between the two in what we hope will become an annual event in support of Hospice of Michigan."

For a \$35 ticket, guests, who must be at least 21, will be able to sample barbecue and fixins' from some of our leading pit masters and barbecue restaurants while tasting hand-crafted cocktails from:

- Daddy Pete's BBQ in Grand Rapids
- Dallas Deli in Wyoming
- Horseshoe Smokehouse in Grand Rapids
- Main Street BBQ in Lowell
- Ms. Piggies in Coppersville
- Saladino Smoke in Ada
- Two Scotts Barbecue in Grand Rapids
- Slows Bar B Q in Grand Rapids
- American Fifth Spirits in Lansing
- Bier Distillery in Sparta
- Coppercraft Distillery in Holland
- Detroit City Distillery in Detroit
- Grand Traverse Distillery in Grand Rapids
- Long Road Distillers in Grand Rapids
- New Holland Brewing Co. in Holland
- Red Cedar Spirits in East Lansing
- Two James Distillery in Detroit

A nationally recognized leader in end-of-life care, Hospice of Michigan is the original – and largest – hospice provider in the state. The funds raised at the event will help HOM provide quality of life at the end of life for West Michigan residents through its open access program, which provides care to all without regard to age, diagnosis or ability to pay.

Barley, BBQ & Beats will replace the organization's annual Walk & Remember in East Grand Rapids. Over the past 20 years, the walk has raised more than \$2.2 million to support the open access program.

“The support we receive from the community is vital so we can continue to offer compassionate end-of-life care to everyone in our community,” Hillary continued. “We thank the many supporters and families who’ve made Walk & Remember a success over the years.

“It is our hope to recast this event in a way that would continue to engage longtime friends from our organization while connecting with a new audience who may not be familiar with the care we provide.

“Event attendees will find themselves having a great time while supporting an important service that affects us all.”

The event is inspired by the John Clay Memorial BBQ & Rib Cook-off, an annual May event held by the Clay family in supporting of Hospice of Michigan. For the past 15 years, the Miller Welding team has transformed its corporate headquarters at 505 Grandville Ave. SW into a destination lunch spot, serving up barbeque, ribs and side dishes in support of HOM.

This year’s event is slated for May 13 and serves as the lead-in to Barley, BBQ & Beats. The dedicated team at Miller Welding has raised more than \$500,000 for open access programs over the years.

The evening’s presenting sponsor is CareLinc Medical Supply. Additional sponsors include Meijer Inc., John Clay Memorial BBQ & Rib Cook-off, Betz Industries, Hansen/Balk Steel Treating, Mercy Health and Miller Canfield. In-kind sponsors are Signworks of Michigan, Inc. and Union Street Metal Fabrication.

To buy tickets or for more information, please visit [hom.convio.net/bbbfestival](http://hom.convio.net/bbbfestival) or contact contact Alex Wilson at 616.356.5288 or [awilson@hom.org](mailto:awilson@hom.org).

### **About Hospice of Michigan**

A nationally recognized leader in end-of-life care, Hospice of Michigan is the original – and largest – hospice in the state. The nonprofit cares for nearly 1,800 patients each day, raising more than \$5 million each year to cover the cost of care for the uninsured and underinsured. HOM offers a broad range of services to enhance the quality of life at the end of life, including community-based palliative care and pediatric care programs. HOM provides grief support and counseling, caregiver education and support, and education programs for physicians and health care professionals through its research, training and education arm, the Hospice of Michigan Institute. In January 2016, HOM joined forces with Arbor Hospice and Palliative Care, strengthening the mission of nonprofit hospice in Michigan to ensure patients and their caregivers receive the highest quality of care. For more information, call 888.247.5701 or visit [www.hom.org](http://www.hom.org).

###