

[vc_row type="in_container" full_screen_row_position="middle" scene_position="center" text_color="dark" text_align="left" overlay_strength="0.3" shape_divider_position="bottom"] [vc_column column_padding="no-extra-padding" column_padding_position="all" background_color_opacity="1" background_hover_color_opacity="1" column_shadow="none" column_border_radius="none" width="1/1" tablet_text_alignment="default" phone_text_alignment="default" column_border_width="none" column_border_style="solid"] [vc_column_text] [Jax Brew Bus](#) has announced a Jacksonville Beer Tour Collaboration with Play Harder Tours, a local "Beer Tourism" provider. Play Harder Tours will provide full-service travel agent services for visitors to the Jacksonville / Ponte Vedra Beach areas, bringing their beer tourism expertise to the table. The collaboration will enable visitors a turn key beer-centric approach to their vacation planning to Florida's dynamic First Coast. An area that offers every warm weather outdoor activity imaginable, including world-class golf and some of the best fishing in Florida. Those activities coupled with one of the states top beer cultures make Jacksonville a natural beer-centric destination. In addition, the collaboration opens the door to future beer tourism travel packages marketed jointly to U.S. and European Beer Tourism destinations. [/vc_column_text] [/vc_column] [/vc_row] [vc_row type="in_container" full_screen_row_position="middle" scene_position="center" text_color="dark" text_align="left" overlay_strength="0.3" shape_divider_position="bottom"] [vc_column column_padding="no-extra-padding" column_padding_position="all" background_color_opacity="1" background_hover_color_opacity="1" column_shadow="none" column_border_radius="none" width="1/1" tablet_text_alignment="default" phone_text_alignment="default" column_border_width="none" column_border_style="solid"] [vc_video link="https://youtu.be/gMOCWDlLQU8"] [/vc_column] [/vc_row] [vc_row type="in_container" full_screen_row_position="middle" scene_position="center" text_color="dark" text_align="left" overlay_strength="0.3" shape_divider_position="bottom"] [vc_column column_padding="no-extra-padding" column_padding_position="all" background_color_opacity="1" background_hover_color_opacity="1" column_shadow="none" column_border_radius="none" width="1/2" tablet_text_alignment="default" phone_text_alignment="default" column_border_width="none" column_border_style="solid"] [vc_column_text] Jax Brew Bus tours include local craft breweries, visiting three microbreweries located in different Jacksonville area neighborhoods. Complimentary samples of their award-winning beers are there for the tasting! Your personal brew guide will tell you everything you wanted to know about Jacksonville's breweries, the brewmasters, the local beer scene, home brewing, and even a little bit about beer history. Jax Brew Bus takes care of all of the driving, all you need

to do is come prepared to drink great beer. Mike Maulsby, owner of Jax Brew Bus comments on the collaboration, "Working with Play Harder Tours opens many doors that only a travel advisor can provide". He goes on to say, "Offering complete packages that include hotels, transportation, and non-beer related activities will give our visiting guests a chance to stay longer and really explore the area".

[/vc_column_text][vc_column][vc_column column_padding="no-extra-padding" column_padding_position="all" background_color_opacity="1" background_hover_color_opacity="1" column_shadow="none" column_border_radius="none" width="1/2" tablet_text_alignment="default" phone_text_alignment="default" column_border_width="none" column_border_style="solid"]



[/vc_column][vc_row][vc_row type="in_container" full_screen_row_position="middle" scene_position="center" text_color="dark" text_align="left" overlay_strength="0.3" shape_divider_position="bottom"][vc_column column_padding="no-extra-padding" column_padding_position="all" background_color_opacity="1" background_hover_color_opacity="1" column_shadow="none" column_border_radius="none" width="1/2" tablet_text_alignment="default" phone_text_alignment="default" column_border_width="none" column_border_style="solid"]



WWW.PLAYHARDERTOURS.COM

[/vc_column][vc_column column_padding="no-extra-padding" column_padding_position="all" background_color_opacity="1" background_hover_color_opacity="1" column_shadow="none" column_border_radius="none" width="1/2" tablet_text_alignment="default" phone_text_alignment="default" column_border_width="none" column_border_style="solid"][Play Harder Tours](http://www.playhardertours.com) offers Beer Tourism travel packages to several destinations worldwide, including the Americas, Europe, and Asia. Offering both group and individual travel with custom built packages to fit an individual's needs. "FreeStyle" travel packages let you chose your travel dates, your hotels, and your activities. Travel on your terms, not someone else's! Play Harder Tours owner Bill Tabone says, "We appreciate the opportunity to work together with Jax Brew Bus, bringing awareness to Jacksonville's dynamic and growing beer culture" Bill went on to say, "The Jacksonville market has so much to offer, and we will do our best to promote the area. We have great golf courses, beautiful beaches, and lest we not forget our Jacksonville Jaguars,

[a perfect beer lovers road trip!](#)[/vc_column_text][vc_column][vc_row][vc_row type="in_container" full_screen_row_position="middle" scene_position="center" text_color="dark" text_align="left" overlay_strength="0.3" shape_divider_position="bottom"][vc_column column_padding="no-extra-padding" column_padding_position="all" background_color_opacity="1" background_hover_color_opacity="1" column_shadow="none" column_border_radius="none" width="1/2" tablet_text_alignment="default" phone_text_alignment="default" column_border_width="none" column_border_style="solid"]

Contact Information:

Jax Brew Bus

Play Harder Tours

Mike Maulsby

Bill Tabone

(904) 500-2739

(904) 910-7009[/vc_column_text][vc_column][vc_column

column_padding="no-extra-padding" column_padding_position="all" background_color_opacity="1" background_hover_color_opacity="1" column_shadow="none" column_border_radius="none" width="1/2" tablet_text_alignment="default" phone_text_alignment="default" column_border_width="none" column_border_style="solid"]

link="https://youtu.be/xwxPOvvS2sE"[/vc_column][vc_row]