



BIERY-WITT CENTER
AT MT CRESTED BUTTE

A Performing Arts and Event Center

FOR IMMEDIATE RELEASE

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**Camp 4 Coffee & Biery-Witt Center Announce Mt. Crested Butte Coffee Shop
Collaboration; BWC Advances Capital Campaign by \$9.2 Million in 2015**

Mt. Crested Butte, Colo. (November 23, 2015) – Camp 4 Coffee and the Biery-Witt Center (BWC) are excited to announce a new collaboration between the two organizations. As a direct result of this collaboration, the Mt. Crested Butte Camp 4 Coffee location in the Mountaineer Square will now be operated by the Biery-Witt Center, and all net proceeds will go towards the BWC. “Having served on the Downtown Development Authority for about the past ten years, Wythina and I fully realize and understand the importance of the Biery-Witt Center to the future of the community,” commented **Al and Wythina Smith** of Camp 4 Coffee. Combined with this donation, the Town of Mt. Crested Butte, our naming and founding donors, and new donors have come together to raise over \$9.2 million this year, leaving \$3.2 million to be raised.

This collaboration is a significant kick-off to the BWC corporate sponsorship element of the capital campaign plan. “We really appreciate this generous initiative by Al and Wythina. This represents major support for the BWC project from a prominent member of the business community. We hope it shows the way for partnerships with many other businesses in the valley that will benefit from this new economic driver,” commented Biery-Witt Center Co-President **Bill Ronai**. We encourage all local businesses that can prosper from the BWC and wish to join in our effort to build the Biery-Witt Center at Mt. Crested Butte to get involved.

Over \$23.8 million have been committed to the project since its inception. The new Camp 4 Coffee collaboration provides incredible momentum for the Biery-Witt Center capital campaign, putting the organization so much closer to achieving its goal of building a state-of-the-art performing arts and events center that will serve to stimulate and diversify the economy, while enriching the lives of both area residents and visitors. “This groundswell of community support we are receiving is making a tremendous difference as we move forward; it is very gratifying and we are most appreciative,” concluded Biery-Witt Center Co-President **Tom Biery**.

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About the Biery-Witt Center at Mt. Crested Butte

We strive to provide a year-round attraction to stimulate and diversify the economy through a facility that offers the highest quality space for cultural, civic, convention, educational, and special events. For exclusive interview opportunities, questions, or more information, please contact MCBPAC at (970) 349-4769 or adiaz@mcbpac.org. Learn more about the organization at MCBPAC.org.