

For your own full-sized, full-color poster of the Running of the Rainiers, send your name, address, and \$2 to: Rainier Brewing Company, 3100 Airport Way South, Seattle, Washington 98134.



Running of the Rainiers, February 19, 1977

Old World adventure came to Seattle's Pioneer Square recently and urban concrete and cobblestones resonated with the sound of galloping feet — when a whole case of Mountain Fresh Rainiers ran through Seattle's alleyways and byways. Fresh and friendly, the Rainiers also proved remarkably elusive, leaving thousands of intrepid runners and other eager beer aficionados to ponder the ways of nature and brewing. Why do the Rainiers run? No definitive answer has yet emerged, but scholars, philosophers, and beer friends everywhere consider this question the primary topic of intelligent discourse.