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**SIP CIDER AND SAVOR SCENIC VIEWS AT THE NINTH ANNUAL HOOD RIVER HARD-PRESSED CIDER FEST ON SAT. APRIL 27**

New for 2024, the signature cider event has expanded its footprint to include beachfront access.

(HOOD RIVER, Ore.) — As spring unfolds in the Hood River Valley, the blossoming fruit orchards herald the return of the celebrated Hood River Hard-Pressed Cider Fest. Now in its ninth year, this beloved annual event invites seasoned and novice cider enthusiasts to come together and sample ciders from Columbia River Gorge and Pacific Northwest hard cider makers. With more than thirty participating cideries and over sixty ciders on tap, this family-friendly event is a quintessential celebration of spring in Hood River.

In 2023, Cider Fest shifted venues to the Port of Hood River Event Site, an idyllic waterfront location offering unparalleled views of the Columbia River and panoramic vistas of the Columbia River Gorge. This year, the event expands its footprint even further, providing beachfront access to the Columbia River and the option for attendees to bring their own glass, contributing to an immersive and sustainable Hood River experience.

"In an effort to reduce waste, the Hood River Cider Fest event no longer requires a commemorative glass for participation in the cider tasting," said event director Lee Perry with TrueWest Presents. "Commemorative glasses are available for pre-order purchase, and plastic cups for those who do not wish to purchase one, but we encourage attendees to contribute to reducing the event’s carbon footprint by bringing their own jars, mugs, or steins—all are allowed."

Beyond cider sampling, the day-long event boasts artisan food, art vendors, music, and a designated children’s play area. Various ticket options are available, including a $10 entry-only ticket or a Tasting Package ticket, which includes entry and 12 tasting tokens for $30 if purchased in advance. Attendees under the age of 21 receive free admission to the event. The festival’s expanded footprint provides free parking and ample room to roam.

"Cider Fest provides everyone the opportunity to explore and uncover new favorite ciders and cideries in an atmosphere filled with fun, festivity, and abundance," said Katie Kadlub, CEO of Visit Hood River. "It’s also the ideal excuse for a weekend getaway and to immerse yourself in the beauty of spring in the Hood River Valley, see the fruit orchards as they burst into bloom when the entire valley hums with the excitement of the season."

For more information or to purchase tickets to the Hood River Hard-Pressed Cider Fest, visit <https://www.hoodriverciderfest.com/>. For more information on Hood River, or to book a stay at one of Hood River’s lodging options visit <https://visithoodriver.com/stay>.

**About the Hood River County Chamber of Commerce dba Visit Hood River:**

The Hood River County Chamber of Commerce dba Visit Hood River is a nonprofit business association serving our tourism and business Stakeholders. Located at the crossroads of the spectacular Columbia River Gorge National Scenic Area and the magnificent Cascade Range and just an hour from Portland, Hood River is truly breathtaking, offering outdoor recreation, dramatic vistas, historic landmarks, bountiful fruit, and fantastic food, wine, beer, and cider. With accommodations ranging from luxury hotels to historic B&Bs, Hood River is a four-season destination for families, outdoor enthusiasts, weddings, corporate events, and more. It was named the West’s best “Nature Lover’s Destination” in the 2021 Sunset Travel Awards, a “Top 10 Best Small Town Beer Scene” in the 2021 USA Today 10Best Readers Choice Awards, a Top 10 Wine Destination for 2017 by Wine Enthusiast, and 2015 “Best Adventure Town” in the West by Sunset magazine. Visit Hood River supports economic development, community development, and destination marketing for Hood River, Cascade Locks, Mosier, Odell, Parkdale, Pine Grove, and Mt. Hood. For more information, call 800-366-3530 or visit [www.visithoodriver.com](http://www.visithoodriver.com).

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