BETHEL WOODS CENTER FOR THE ARTS ANNOUNCES FIRST-EVER SPRING BEVERAGE FESTIVAL: THE BIG SIP ON SATURDAY, MAY 23RD

Tickets on-sale Thursday, January 16th at 10 AM

Caption: The first-ever spring beverage festival, The Big Sip, comes to Bethel Woods Center for the Arts on Saturday, May 23.

January 14, 2020 (BETHEL, NY) – Bethel Woods Center for the Arts, located at the historic site of the 1969 Woodstock festival, today announced that the nonprofit cultural organization will host its first-ever spring beverage festival, The Big Sip, on Saturday, May 23rd. Tickets will go on-sale to the public on Thursday, January 16th at 10:00 AM.

The Big Sip is the ultimate mixer – a fusion of a variety of beverages and the people who share them. Offerings will highlight everything from spiked seltzer, wine and beer to cider, mead and more. Complementing the lively atmosphere of bucolic site will be live music, large-scale games and activations and unlimited sampling.

The center will add The Big Sip to its expansive calendar of festivals and programming. “After nearly ten years of fall beverage festivals, we wanted to give our guests the chance to enjoy this type of event Memorial Day weekend,” Eric Frances, Bethel Woods Chief Executive Officer said. “While The Big Sip will be a new experience, it will maintain all of the
elements people love about being at Bethel Woods: great music, a fun atmosphere, and time spent together with friends in a beautiful setting.”

**General Admission** tickets are $40 and include a complimentary tasting glass. **Designated Driver** tickets can be purchased for $20 and include a complimentary bottle of water and Museum admission. **VIP packages** are available for $80 and allow guests early entry into the festival an hour before the general public; complimentary Museum access; entry into a private outdoor lounge; a commemorative tasting glass; and an exclusive dining experience in the Event Gallery (1:00 PM and 2:30 PM sessions available). Guests are also invited to attend **The Big Sip After Party**. For just $10, which includes a drink ticket, festival-goers are invited to enjoy even more music, drinks, and games. Group rates are also available. All ticket prices will increase by $5 the week of the event.

**New this year**, Season Lawn Pass holders will receive a discounted General Admission rate for all ticketed festivals at Bethel Woods. **2020 Bethel Woods Season Lawn Passes** are fully transferrable and guarantee a place on the lawn for every Pavilion concert. To learn more, visit [https://www.bethelwoodscenter.org/concerts/seasonlawnpass](https://www.bethelwoodscenter.org/concerts/seasonlawnpass).

**Bethel Woods Members** will receive exclusive ticket prices for 2020 festivals. More than exclusive benefits, membership provides vital support for museum education and creative learning programs. To learn more, please visit [https://www.bethelwoodscenter.org/member](https://www.bethelwoodscenter.org/member).

This is a 21+ event and all attendees, including Designated Drivers, MUST be 21+ years of age. Photo ID required for entry.

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**About Bethel Woods Center for the Arts**
Bethel Woods Center for the Arts inspires, educates, and empowers individuals through the arts and humanities by presenting a diverse selection of culturally-rich performances, popular artists, and community and educational programming. Located 90 miles from New York City at the site of the 1969 Woodstock festival in Bethel, NY, the lush 800-acre campus includes a Pavilion Stage amphitheater with seating for 15,000, an intimate 440-seat indoor Event Gallery, the award-winning Museum at Bethel Woods, and a Conservatory for arts education programming.

Through the in-depth study and exhibition of the social, political, and cultural events of the 1960s, as well as the preservation of the historic site of the Woodstock Music and Art Fair, Bethel Woods educates individuals about the issues and lessons of the decade while inspiring a new generation to contribute positively to the world around them. The not-for-profit organization relies on the generous support of individuals, corporations, and foundations to develop and sustain programs that improve the quality of life in the region and beyond.