



# The Shipyard Brewing Company

Portland, Maine

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## **Capt'n Eli's Root Beer Expands Distribution to West Coast**

**PORTLAND, MAINE – *July 8, 2004*) Media Alert**

### **What:**

In the spirit of this year's Clam Festival "Books on Parade" theme, Uncle Billy's BBQ recreates the days of the neighborhood soda fountain with a free "Undersea Adventures of Capt'n Eli" comic book signing and Capt'n Eli's Root Beer tasting at their restaurant in downtown Yarmouth.

"The Undersea Adventures of Capt'n Eli" comic book is the theme of Uncle Billy's parade float. Music on board provided by the Charlie Brown Trio and young skaters from Falmouth's North Atlantic Figure Skating Club will be in Capt'n Eli character costumes performing on rollerblades alongside the float.

### **When:**

Friday, July 16, 2004

2:00 - 4:00

Free Capt'n Eli's Root Beer tasting and comic book signing by Maine artist Jay Piscopo

6:00 – 7:30

Parade float featuring the Charlie Brown Trio and costumed skaters from the North Atlantic Figure Skating Club

7:30

Float returns to Uncle Billy's where people can meet the young skaters who will be on hand to sign autographs

### **Where:**

Uncle Billy's BBQ, 365 Main St., Yarmouth

### **Who:**

Sponsored by Uncle Billy's BBQ and Capt'n Eli's Root Beer. Featuring the Charlie Brown Trio and the skillful roller-blade performances of the North Atlantic Figure Skating Club.

**Why:**

To give people of all ages the opportunity to discover the fun of reading a good old fashioned adventure comic while enjoying Maine-made, handcrafted root beer and gathering with their neighbors and friends at Uncle Billy's restaurant in the heart of Yarmouth.

"The Undersea Adventures of Capt'n Eli" is Maine's only daily adventure Web comic and brings back the feeling of childhood adventure when comic books were a nickel and your imagination could propel you anywhere.

The young people of the North Atlantic Figure Skating Club brings the excitement to life with their impressive skating skills and costumes.

Discover more at [www.captneli.com](http://www.captneli.com) and [www.shipyard.com](http://www.shipyard.com).

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