



**228 BEERS CAN BE OVERWHELMING**

PEORIA JAYCEES PRESENT  
**2006 INTERNATIONAL BEER FESTIVAL**  
 APRIL 21-ST. JUDE'S NIGHT 6 TO 10 PM APRIL 22-MAIN EVENT 1 TO 9 PM  
**EXPO GARDENS**  
 PEORIBEEFEST.COM



**DRINK BEER FOR GOOD, NOT EVIL**  
 FRIDAY, APRIL 21, ST. JUDE'S CHARITY NIGHT. FOR MORE INFORMATION GO TO PEORIBEEFEST.COM

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Logos for Peoria Jaycees, WMBR, FOX 43, and other sponsors.

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**IN EUROPE, BEER BELLIES ARE SEXY**  
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**THINK YOUR GIRLFRIEND'S TOO FAT?  
 NOW'S A GOOD TIME TO TELL HER.**  
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The Peoria International Beer Fest is one of the largest beer festivals in the nation. Ross created a complete campaign including T-shirts, posters, POP and radio.

