

Pan South America Hash 2024

Updates - April 2024



6th to 9th of June 2024
Brasilia, Brazil

April Update Newsletter

Greetings Hashers,

Welcome to the April edition of our Pan South America Hash 2024 Newsletter, your go-to source for event updates, sponsorship highlights, trail registration, and a dash of miscellaneous tidbits.

As we countdown to the inaugural Pan South America Hash, excitement is mounting with less than 40 days left until the kickoff. Reflecting on the journey thus far, we initially aimed for a 2023 debut. However, navigating the post-COVID political landscape, coupled with the 2022 general elections in Brazil and the ensuing uncertainties, led us to reschedule for 2024. Time has swiftly flown by since the formation of our committee just seven months ago, as we quickly realized that what seemed like ample time was, in reality, a fleeting commodity.

Over the past seven months, our efforts have been ceaseless, from securing suitable venues for our festivities to coordinating catering and sourcing goodies for our bags, banners, and flags. While the tasks may seem straightforward, we echo the sentiment often heard in Brazil: Brasilia is not for beginners.

Our trail team deserves accolades for their exceptional work in uncovering breathtaking locations that showcase Brasilia's natural beauty and architectural marvels. Rest assured; you will be captivated by the splendor this city has to offer.

With everything meticulously organized, we eagerly anticipate welcoming you to Brasilia very soon. Be assured that we will extend our utmost hospitality, ensuring your participation in an unforgettable event that leaves you with cherished memories of Brasilia and Brazil at large.

Should you have any queries, we encourage you to join our WhatsApp group, where fellow participants serve as invaluable sources of information and insights. The Brasilia hashers stand ready to assist with any questions you may have, ensuring a seamless experience for all.

Let's unite to make Pan South America Hash 2024 a truly unforgettable gathering for each and every one of us.

See you all in June!

Opulence

BH3 Hash Master & Event Coordinator



Pan South America Hash 2024 April Updates

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1. Official Beer Sponsor of the Pan South America Hash 2024 – [Cruls Cervejaria](#)



The Hash House Harriers community recognizes the profound role that beer plays in their gatherings, and it is with great pleasure that the Pan South America 2024 committee announces Cruls Cervejaria as the Official Beer Sponsor for this esteemed event. Since its inception in 2017, Cruls Cervejaria has established itself as a beacon of quality and innovation in the Brasilia brewing world.

Noteworthy achievements include being crowned the Best Microbrewery in the Central-West region in 2023, along with an impressive collection of 38 additional medals and awards, both domestically and internationally.

Situated just outside Brasilia, Cruls Cervejaria operates from a picturesque brewery where creativity knows no bounds. With a dedication to pushing the boundaries of flavor, they craft an array of beers that tantalize the palate, incorporating ingredients like coffee and fruits alongside classic brews such as IPA, Weissbier, Pilsener and Blonde.



At the heart of Cruls Cervejaria's presence during the Pan South America 2024 festivities is Pedro and his passionate team. They'll be bringing their iconic VW Combi beer bus to the Friday and Saturday night celebrations, equipped with an impressive lineup of 8 different beer taps. This means attendees will have the delightful opportunity to sample a wide selection of Cruls Cervejaria's finest brews, ensuring that

every taste bud is treated to an unforgettable experience.



2. Official Cachaça Sponsor of the Pan South America Hash 2024 – [Princesa Do Vale](#)



Cachaça, Brazil's esteemed national spirit, holds a revered status worldwide as the essential ingredient in the country's iconic libation, the caipirinha. It is with great honor that we announce the sponsorship of the Pan South America Hash 2024 by Princesa Do Vale, a distinguished cachaça distillery from Minas Gerais.

The story of Cachaçaria Princesa Do Vale is one of family legacy and dedication to craft. Established in 1949, this family-owned and operated business initially catered to the local communities surrounding their distillery.

However, under the visionary leadership of the founder's grandson, Eliezer Lacerda Neto, the distillery has embarked on a journey of expansion, both nationally and internationally. Princesa Do Vale seamlessly blends traditional cachaça production techniques with a spirit of innovation, continuously refining their distillation processes to yield spirits of unparalleled quality.

Their commitment to excellence was duly recognized in 2022 when they clinched the esteemed Gold Medal for Small Batch Cachaça from the Confederation of Agriculture and Livestock Producers in Brazil, a testament to their unwavering dedication to craftsmanship and tradition.



In a harmonious collaboration, Eliezer has joined forces with Eduardo from the renowned IVV Swinebar, another proud sponsor of the Pan South America Hash 2024. Together, they will delight attendees by serving the quintessential Brazilian concoction, the caipirinha, during the lively soirées on Friday and Saturday nights.

And for those eager to take a piece of Brazilian craftsmanship home, a selection of Princesa Do Vale's finest offerings will be available for purchase, allowing guests to savor the essence of Brazil long after the festivities have ended.

3. Trail Information and Saturday Hash Trail Preference Selection



In addition to reveling in beer-fueled festivities, our agenda also calls for hashing adventures. Over the past six months, the Pan South America Hash 2024 Trail Team has diligently scoured Brasilia's surroundings to curate trails that epitomize the city's natural allure.

Kicking off the weekend with flair, the Red Dress Run on Friday evening will commence from the heart of the city, nestled within the hotel sector of Asa Norte, leading all the way to our lakeside party venue. Picture a vibrant procession as we traverse the city streets en masse, clad in our eye-catching red attire, undoubtedly attracting curious gazes and stirring up excitement.

Come Sunday, the Hangover Hash will take center stage in the city center, offering a variety of trails catering to different lengths and difficulty levels. Participants can decide on the trail of their choice on the day itself, gauging their post-party stamina. Regardless of the chosen path, all trails will converge at a common location for our farewell festivities, ensuring a memorable conclusion to our hashing adventures.



Saturday presents a plethora of options with 4 or 5 distinct trails scattered around the city. A designated central meeting point will serve as the rendezvous for hashers, from where buses will transport them to their selected trails. To streamline logistics and ensure ample beer provisions for each route, participants are kindly asked to indicate their top two trail preferences via a provided form. In the event that one trail reaches capacity, individuals will be

allocated to their secondary choice, guaranteeing everyone a chance to partake in the Saturday hashing extravaganza.

[Please click here to fill out the form. First in is best dressed, so do it quickly.](#)



4. Get your Personalized Pan South America Hash 2024 Hash Foot



Embark on a journey of personalized memorabilia with your very own Pan South America Hash 2024 Hash Foot, meticulously handcrafted by Sophia using premium resins. This bespoke keepsake promises to encapsulate cherished memories of your hashing adventures.

Imbued with the emblem of the Pan South America Hash 2024 on one side and your individual Hash name on the other, each foot stands as a testament to your unique journey within the hashing community.

Crafted with precision, each foot measures 70 mm in length and 37 mm in width, offering a substantial canvas for your personalized touch. Choose from an array of foot colors and opt for a hint of shimmering glitter to accentuate its allure. For added convenience, each foot comes complete with a sturdy key ring, ensuring effortless attachment wherever you go.

Each Hash foot is priced affordably at just R\$30 (~\$6 USD). Payment can be conveniently made in cash upon collection of the foot at the Pan South America Hash event hosted here in Brasilia.

Behind every foot lies the creative ingenuity of Sophia, an 8-year-old prodigy nurtured in the heart of a hasher's family. Drawing from her passion and expertise, Sophia embarked on her journey 1 ½ years ago, crafting Hash feet for the Brasilia H3 kennel. Through dedication and innovation, Sophia has perfected her craft, ensuring each piece undergoes meticulous stages of personalization, culminating in a masterpiece of unparalleled quality and charm.



Proceeds generated from the sale of the Hash feet will directly contribute to Sophia's business expansion endeavors. These funds will enable her to acquire essential



equipment, fostering growth and enhancing operational capabilities. By investing in her business infrastructure, Sophia will gain valuable insights into financial management, cultivating essential skills for future endeavors. Ultimately, this support will empower Sophia to forge a path towards a prosperous and sustainable future.

To order your foot, just [click here](#) and follow the instructions. And thank you in advance for supporting Sophia.

5. Reminder to Make Your Registration Payments



We appreciate all those that have made their rego payments, but for those that have not yet please note that they are now due.

We have based all our event needs on the number of people that have booked so far, and the contracts are signed. So if you have booked and not paid, we rely on your payments, otherwise we will have to personally cover your registration fee.

See payment details at <http://tinyurl.com/PANSOAM2024> and note that any payment made after 1 March that a goodie bag is NOT guaranteed.

6. Paying in Brazil and Money Exchange



In Brazil, the convenience of card payments reigns supreme, reflecting the country's advanced financial landscape. Most establishments favor transactions made through debit or credit cards, often preferring them over cash. In fact, utilizing cards from your home country for payments is widely accepted and even preferred by Brazilian

businesses. Opting to pay with cash may raise eyebrows, and in some cases, establishments might struggle to provide change.

Despite the prevalence of digital payments, there remains a segment of the population who adhere to more traditional payment methods. It's prudent to keep some cash on hand, particularly for transactions with street vendors or smaller businesses.

Fortunately, Brazil offers numerous avenues for currency exchange; however, it's worth noting that US Dollars, English Pounds, and Euros are the preferred currencies. Attempting to exchange other currencies may lead to significant delays and complications.

When exchanging currency, ensure that your notes are in pristine condition, especially if dealing with US Dollars. Banks and exchange bureaus typically only accept new notes, rejecting older ones. Therefore, it's advisable to come prepared with fresh bills to streamline the exchange process.



7. Pan South America Hash 2024 Registration Venue

We are pleased to inform you that registration for PanSoAm 2024 will take place at the prestigious [Cullinan HPlus Premium](#) hotel, located in the Asa Norte hotel sector. Registration will be available in the hotel lobby on Thursday and Friday from 10:00 to 16:00.

Upon registration, attendees will also receive a complimentary goodie bag.



8. Join the Pan South America WhatsApp Group



If you haven't already joined the Pan South America WhatsApp group, we strongly encourage you to do so. This dynamic community serves as an invaluable resource for exchanging flight tips, sharing accommodation recommendations, and connecting with fellow Hashers.

Throughout the event, the WhatsApp group will be utilized to keep all participants informed of any updates or changes, as well as to disseminate event-related information in real-time.

To become part of this vibrant community, simply [click here](#) to join the group. Don't miss out on the opportunity to stay connected and informed throughout your Pan South America Hash experience!

9. Additional Resources

See this information, and all updates including a Who's Coming, FAQ and more on the websites at:

<https://www.brasilia4dummies.com/pansoam2024>

or

<https://soam2024.gotothehash.net>