

FOR IMMEDIATE RELEASE

Media Contact:
Betsy Shepherd

P: 312-307-3958 | E: Betsy@Connected-Communicationsllc.com

OLD STYLE BEER SUPPORTS MIDWEST FIREFIGHTERS AND FIRST RESPONDERS WITH LIMITED EDITION COMMEMORATIVE PACKAGING AND CHARITY DONATION

For Every Limited Edition Commemorative Case Sold, 20 cents Will Be Donated Directly to Local Firefighter-Focused Charity Organizations in Illinois, Wisconsin and Indiana

(Chicago) April 18, 2017 Beginning in May, Old Style beer will create limited edition commemorative packaging honoring Midwest firefighters, first responders and the communities that support them. For each limited edition commemorative case sold, Old Style will donate 20 cents directly to local firefighter-focused charity groups in Illinois, Wisconsin and Indiana. The limited edition packaging, adorned with a Midwest's Bravest crest and vintage fire truck imagery, will be available wherever Old Style is sold in the tristate area. It will be available during the months of May, June, July and August while supplies last.

Specific firefighter and first responder-focused charity organization recipients are:

Illinois:

- Ende, Menzer, Walsh and Quinn (EMWQ) Retirees', Widows' and Children's Assistance Fund
- IPPFA Remembrance & Survivor's Fund

Wisconsin:

- Professional Fire Fighters of Wisconsin Charitable Foundation

Indiana:

- Professional Firefighters' Union of Indiana

This is the fourth year the limited edition commemorative packaging will be offered, after its successful IL debut in 2014 turned it into an instant collectable. 2017 marks the first year the limited edition commemorative packaging will be available in WI and IN. The special packaging will be in 24/12 oz. cans and 16 oz. cans in IL and 30/12 oz. cans and 16 oz. cans in WI and IN. Old Style will donate a collective minimum of \$20,000 up to a maximum of \$35,000 to the combined organizations.

Old Style has a long and storied history supporting the Midwest. Showing its dedication to the community that has generously supported the brand throughout the years, Old Style launched the Midwest's Bravest program to pay tribute to the hardworking men and women who keep us safe and protected every day. Over the last four years Old Style has donated over \$45,000 directly to local firefighter-focused charities through the Midwest's Bravest program.

About Old Style

Old Style is your neighborhood beer since 1902. Served from the North Side to the South Side and everywhere in-between, Old Style has been a part of the local community of Chicago and the Midwest for several generations. The brew itself revives the crisp rich freshness of a classic American lager: light in color and body, medium in aroma and bitterness, full flavored with a delicate aftertaste. For more information please visit <http://oldstylebeer.com> or follow the brand on Facebook, Twitter and Instagram @OldStyleBeer.

For questions about Old Style or the Old Style Midwest Heroes program, please contact Betsy Shepherd at 312-307-3958 or by email at Betsy@Connected-Communicationsllc.com.