

For Immediate Release

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**A Holiday Miracle! FINNEGANS Turns Beer Into Food
Hungry Families in the Mid-West Rejoice**

FINNEGANS kicks off its ninth annual Drink Like You Care campaign. FINNEGANS' distribution partners will match donations – so it is double giving during the holidays

MINNEAPOLIS, October 3, 2015 – This holiday season, Minn.-based FINNEGANS is making it easy to give back with its ninth annual “Drink Like You Care” Campaign (DLYC) everywhere FINNEGANS is sold. The holidays are all about giving - Giving thanks, gifts and most importantly, giving back. FINNEGANS, the Minnesota beer company that donates 100 percent of their profits to feed those in need, *DOUBLES* the amount they give during the holiday season **thanks to beer their distributors matching all donations!**

FINNEGANS famed limited release, the Dead Irish Poet Extra Stout, returns just in time to gather even more excitement for the annual DLYC campaign. With new 6-packs and draught installations, it's even easier to celebrate and give back with the deliciously dark brew.

The 2015 DLYC Campaign, with a goal of raising \$25,000 in donations, will help the FINNEGANS Community Fund achieve its yearly fundraising goal of \$100,000. For every pint of FINNEGANS sold, one serving of fresh, local produce will go to those in need in your community. “We typically like to have a good laugh and be a bit sassy,” says rambunctious FINNEGANS CEO Jacquie Berglund. “The holiday season is no different. Office party season is right around the corner and we’re looking to tap the support of our fellow local business owners as they make their plans to celebrate the holidays.”

Win FREE FINNEGANS for a year

From November 1st to December 31st, gather with a few friends at your favorite neighborhood pub that serves FINNEGANS, or throw a FINNEGANS holiday party at your home. Post a picture of the gang enjoying a frosty FINNEGANS on your social network of choice (Facebook, Twitter or Instagram) with the hashtag **#DLYCHappyHour** and you will be eligible to win a case of FINNEGANS every month for a year! “Every year, we’re amazed by the generosity of our partners and the collective impact we can make with the support of FINNEGANS fans,” adds Berglund, “With hunger numbers continuing to climb in every state FINNEGANS is served, all of us can help turn beer into food for the thousands that need it this holiday season.”

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FINNEGANS (www.FINNEGANS.org)

FINNEGANS – Turning beer into food. Founded in 2000 in Minneapolis, FINNEGANS is a self-sustaining and inspirational social business. Through the sale of its Amber Ale, Blonde Ale and new Stout, FINNEGANS has created an innovative business model that allows the company to create community wealth. How? One hundred percent of the profits are donated to the FINNEGANS Community Fund (501c3) to support hunger alleviation programs in every market where FINNEGANS is sold. FINNEGANS has scaled giving program to MN, WI, ND and SD. Now, is there a better reason to raise a pint of FINNEGANS? For the latest, up to the minute information, find FINNEGANS on Twitter (www.twitter.com/finnegans) and Facebook (www.facebook.com/FINNEGANSIrishAmber).