



There are moments in life that remind us of our vulnerability and the value of precious time with those we love; this past weekend was one of those moments. The devastation suffered by our fellow Kentuckians and neighbors in Western Kentucky is a heartbreaking and shocking tragedy that has invoked compassion from all of us here in the Bluegrass and the entire nation. The support that has come from near and far is truly an inspiring demonstration of humankind at its best. At Ale-8-One, we pledge to do our part. We are making a cash contribution to Team Western Kentucky Tornado Relief Fund and providing direct support to the relief efforts currently underway. On Thursday, December 16th through December 21st, Ale-8-One will join the “Kentucky Bourbon Benefit” on-line Auction. With the proceeds directly benefiting our Kentucky community, we wanted to create a custom offering to invite bidding. The Company will be donating a barrel inspired Ale-8 gift package including two 4-packs of our first run, Blackberry Ale-8-One, which will not be available for retail purchase until next Summer.

“Kentuckians are at the heart of everything we do here at Ale-8-One. What affects some of us, affects all of us. In the spirit of community, we ask that those who are able among our employees, neighbors, and social media family, join us in donating necessary supplies to Lady Veterans Connect in our hometown of Winchester, KY. On a personal note, as a mother, I want to draw attention to the children impacted by this loss and tragedy. At a time of year when they are supposed to be filled with joy and excitement, they are facing uncertainty and loss. Please consider giving to the Western KY Toy Drive ahead of Christmas. The Drive will collect new and unwrapped toys, electronics, books, and \$25 gift cards beginning December 14th through December 18th at various locations around the state. Together, we will endure and rebuild because we are Kentucky strong.” – *Ellen McGeeney, President Ale-8-One*

<https://secure.kentucky.gov/formservices/Finance/WKYRelief>

<http://kybourbonbenefit.com>

<https://governor.ky.gov/toydrive>