**\*Brewery Name\* to #BrewStacheStrong for Brain Cancer Research**

*A portion of proceeds from all beer sales will benefit StacheStrong’s mission*

**\*Month, Date, 2024 – City, State\*** – \*Brewery Name\* is participating this year in a national beer collaboration with StacheStrong. **Over 350 unique craft breweries have poured/canned 1M+ beers to date, which helps raise vital funds and much needed awareness for brain cancer research.** Participating breweries will raise money through sales of their specialty beer and each brewery will have a unique recipe!

Our \*#BrewStacheStrong (% ABV)\* is a \**insert beer details here:* (i.e.: double dry-hopped, heavily Sabro-infused, etc. IPA.\* You can find our version of the \*#BrewStacheStrong\* at \*Brewery Name\* taproom locations on draft and \*can availability details if applicable\*. \*Insert quote from brewery here about the beer and collaboration\*

“Being in a position to not only provide hope for families and patients diagnosed with brain cancer, but also serve as a catalyst for change by collaborating with **\*BREWERY NAME HERE\*** to raise significant funds and awareness for brain cancer research is something I’m truly passionate about,” said Colin Gerner, President and Co-Founder of StacheStrong. This vital campaign will kick off during the Spring of 2024!

For more information about #BrewStacheStrong and the participating breweries, please visit [www.StacheStrong.org/brewstachestrong](file:///C%3A%5CUsers%5Ccgerner005.NAM%5CDocuments%5CStacheStrong%5CBrew%20StacheStrong%20Committed%20Files%5Cwww.StacheStrong.org%5Cbrewstachestrong). For regular updates about the campaign, follow @StacheStrong on [Instagram](http://www.instagram.com/stachestrong), [Facebook](http://www.facebook.com/stachestrong) and [Twitter](http://www.twitter.com/stachestrong).

**About StacheStrong**

StacheStrong is a 501(c)3 nonprofit organization devoted to raising funds and awareness for brain cancer research. Defeating brain cancer and improving the quality of patients’ lives is our daily focus. StacheStrong has become a beacon of hope for countless individuals and families afflicted by this disease and serves as an ardent advocate for all those impacted by brain cancer. Together we WILL flip the script on this disease - learn more and get involved at [www.StacheStrong.org](http://www.StacheStrong.org) as we fight towards a cure!

**Media Contact:**

\*Your Name\*

\*Your Brewery and Position\*

\*Your Email/Phone\*

Colin Gerner

StacheStrong, President and Co-Founder

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