

FOR IMMEDIATE RELEASE

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Bend, Oregon- January 24, 2021- Silver Moon Brewing has announced the kickoff of its' annual fundraising campaign dubbed 'F*Cancer'. Promoting the kinder and gentler 'f words' relating to those battling and beating cancer, the program encourages a series of overtly positive words such as Friends, Family, Fortitude, Fearless, Future and of course, Fundraising. The effort began in 2004 as a taproom event donating funds resulting from an evening of karaoke, and quickly incorporated support for prostate cancer awareness and a local cancer clinic. A logo was created the following year in order to bottle an IPA that sought to raise money for the cause, and eventually the bottles gave way to a canned IPA that went to market and well beyond the borders of Central Oregon.

"The real innovation and magic behind the program came in 2017" said James Watts, co-owner of the brewery. "We came up with the idea of honoring cancer fighters, survivors and those we've lost by listing their names on the beer label." This move quickly became a powerful gesture for the program that became an emotional and impactful symbol for supporters of the cause. Annual fundraising contributions were forwarded to a growing number of non-profit organizations across a number of focus areas, including research, logistical support for cancer fighters, and providing comfort for those battling the disease. To date, over \$250,000 has been donated to cancer-centric organizations such as American Cancer Society, Fighting Pretty, Breast Friends and OHSU Knight Cancer Institute. For 2022, the brewery plans to extend the non-profit partner reach to others around the country, and team with a series of cancer focused golf fundraising events.

"The new year will bring another exciting twist to the campaign", Watts said. "In addition to collecting a new set of names for the '22 labels, we're partnering with Drinktanks to print additional names on their popular line of double-walled premium growlers." Drinktanks, a fellow Bend company, experimented with the concept in 2021, and saw enough demand to bring back the offering for the 2022 campaign. "Long after the cans are empty, the growler represents a lasting memory of the individuals listed, and the generosity of those who donated to support our non-profit partners" Watts added.

Every year the brewery introduces a new look to the label, and while the names are a constant, year eight will be no exception. With the pandemic familiarizing much of the country with scannable QR codes again, this year's label will include a prominent QR code that will take supporters to a rotating set of landing pages with content provided by a number of partners and supporters. Silver Moon Brewing plans to begin collecting names for the 2022 campaign in early February, and cans will begin hitting the market in May. And while the cans are limited to regions where the brewery distributes, and the reach of partner Tavour.com, the growlers are available to events and organizations anywhere in the U.S. Those interested in adopting the campaign as a channel of fundraising for their own organization are encouraged to contact the brewery directly.