



# Yuengling: Announces Multiyear Commitment to the VFW in Support of our Nation's Heroes

## Their 'Respect. It's Earned.' campaign kicks off in 2016

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**POTTSVILLE, Pa.**, – D.G. Yuengling & Son, Inc. will support the VFW with a multi-year commitment through their “Respect. It’s Earned.” campaign, kicking off in 2016.

This new initiative is a great way for Yuengling to demonstrate the brewery’s respect for our nation’s veterans and the sacrifices they’ve made to protect our great country. Yuengling’s #LagersForHeroes program will be promoted at restaurants, retail locations and bars starting in May 2016. Consumers, retailers and wholesalers will be able to join Yuengling in its commitment to help support the many VFW programs and services that benefit our nation’s heroes.

“We have tremendous respect for those that have served and their sacrifices,” said Richard “Dick” Yuengling, President and Owner of Yuengling. “As a family with generations of service members, we know the toll it takes to leave your family to protect and serve our great country. This is our way to support those who give so much.”

The VFW offers scholarships, financial grants, employment assistance and other services to veterans, service members and their families.

“We’re extremely pleased to have the support of America’s oldest brewery,” said John E. Hamilton, VFW adjutant general. “Yuengling’s generosity and commitment to the VFW will help ensure we’re able to provide the assistance that America’s veterans deserve well into the future.”

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**About D.G. Yuengling & Son, Inc:** Based in Pottsville, PA, D.G. Yuengling & Son, Inc., America's Oldest Brewery, is family owned and operated since 1829. Principal beer brands include Traditional Lager, Light Lager, Premium, Light, Black and Tan, Dark Brewed Porter, and Lord Chesterfield Ale. For more information, visit [www.yuengling.com](http://www.yuengling.com).

**About the VFW:** The Veterans of Foreign Wars of the U.S. is a nonprofit veterans service organization comprised of eligible veterans and military service members from the active, Guard and Reserve forces. Founded in 1899 and chartered by Congress in 1936, the VFW is the nation's largest organization of war veterans and its oldest major veterans organization. With more than 1.7 million VFW and Auxiliary members located in more than 6,800 Posts worldwide, "*NO ONE DOES MORE FOR VETERANS.*" The VFW and its Auxiliaries are dedicated to veterans' service, legislative advocacy, and military and community service programs. For more information or to join, visit our website at [www.vfw.org](http://www.vfw.org).

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