



Yuengling' Uses Social Media to Raise Money for the VFW

#LagersForHeroes program kicks off Memorial Day

May 10, 2016

Pottsville, PA, - D.G. Yuengling & Son, Inc., is supporting the Veterans of Foreign Wars of the United States (VFW) with a multi-year commitment through their "Respect. It's

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Earned.” campaign.

Yuengling’s #LagersForHeroes program is using social media to gain donations for the VFW’s many programs geared to assist veterans, service members and their families. Thanks to technology company GoodWorld, our social savvy fans will be able to donate on specific Facebook posts by commenting “#donate” and the dollar amount they’d like to give or by tweeting @VFWHQ “#donate” and their donation amount. Yuengling will also be encouraging fans to support the VFW by texting Hero to 90999 and by visiting Yuengling.com/VFW to donate online.

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 from Memorial Day through the 4th of July.

"We're excited to enable supporters to donate in the way that's most convenient to them and to have teamed up with GoodWorld to allow them to donate through Facebook and Twitter," said Randi Law, VFW communications & public affairs manager.

"Yuengling's generosity and the commitment from their fans to the VFW will help ensure we're able to provide the assistance that America's veterans deserve well into the future," said John E. Hamilton, VFW adjutant general.

"We have tremendous respect for those that have served and their sacrifices," said Richard "Dick" Yuengling, president and owner of Yuengling. "We know the toll it takes to leave your family to protect and serve our great country. This program 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.

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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, Black and Tan, Premium, Light, Dark Brewed Porter, and Lord Chesterfield Ale. For more information, visit www.yuengling.com.

About GoodWorld:

GoodWorld is a technology company fueling a generosity movement on social media by making it possible to give instantly to causes with just a hashtag: #donate. GoodWorld blows open social media as a fundraising channel for nonprofits and allows social media users to directly contribute to the causes that they care about the most, turning engagement into impact. As the pioneer of hashtag donations, GoodWorld makes it possible for anyone—individuals, businesses, influencers and more—to add a charitable component to their social network and turn giving into a fun, interactive experience. Launched in October 2014, GoodWorld was named one of Fast Company's Most Innovative Companies of 2016

and D.C.'s Best Technology Startup. For more information or to join, visit www.goodworld.me.