Chiefs Join With Anheuser-Busch to Raise Money for VFW During Military Appreciation Month

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KANSAS CITY, Mo. – On Wednesday, the Kansas City Chiefs announced a joint initiative with Anheuser-Busch to benefit Veterans of Foreign Wars (VFW) programs as part of Military Appreciation Month during the month of November.

Through the program, seven local Anheuser-Busch wholesalers in Western Missouri and Eastern Kansas will donate $0.05 per case of Bud Light sold throughout the month of November. The participating wholesalers include County Beverage (Lee's Summit, Mo.), United Beverage (Kansas City, Mo.), North Kansas City Beverage (North Kansas City, Mo.), O'Malley Beverage (St. Joseph, Mo.), Crawford Sales (Olathe, Kan.), Wil Fischer (Lenexa, Kan.) and O'Malley Beverage of Kansas (Lawrence, Kan.).

"This is an extremely unique opportunity to engage with a great partner – Anheuser-Busch – as part of a larger effort to make a difference in the lives of the courageous men and women who defend our freedom at home and abroad," Chiefs President Mark Donovan said. "The Hunt family and the Chiefs organization have long saluted the bravery and dedication of our veterans and active-duty personnel while recognizing the many untold sacrifices made by military families. We hope that this initiative generates positive results locally for members of the VFW."

In addition to the $0.05 per case donated by the seven wholesalers, the Chiefs organization and the Anheuser-Busch corporate office in St. Louis, Mo., will each match the final donation up to $10,000 for the VFW. All donations will benefit VFW programs exclusively in order to help veterans in need.

In April of 2014, the Chiefs announced a long-term exclusive agreement with Anheuser-Busch to extend their decades-long partnership through 2020, focusing on programs designed to encourage responsible drinking and recycling, as well as highlight fan-focused events.

Headquartered at the corner of 34th and Broadway in Kansas City, the Veterans of Foreign

Wars is a non-profit veterans service organization composed of combat veterans and those who currently serve on active duty or in the National Guard and Reserves. Founded in 1899 and chartered by Congress in 1936, the VFW is the nation's largest organization of war veterans and is one of the oldest veterans' organizations.