Yuengling's Lagers for Heroes Campaign to Support VFW

'Generations of our family served, which reminds us today of the value and support VFW brings to our nation's heroes'

May 15, 2017

Pottsville, Pa. – D.G. Yuengling & Son, Inc. is pleased to announce it will enter its second year of support of the Veterans of Foreign Wars of the U.S. through its “Lagers For Heroes” campaign.

D.G. Yuengling & Son, Inc. will recognize the sacrifices that America’s veterans have made with a significant donation to the Veterans of Foreign Wars’ assistance programs in the amount of $100,000. Yuengling, America’s Oldest Brewery began supporting the VFW through their “Lagers For Heroes” program in 2016. This year’s program runs May 29 to July 4, 2017 and promotes Yuengling Traditional Lager and Light Lager with the line “Grab A Lager & Toast A
Hero.”

NATIONAL HEADQUARTERS

406 W. 34th Street
Kansas City, MO 64111
Office 816.756.3390
Fax 816.968.1157

WASHINGTON OFFICE

200 Maryland Ave., N.E.
Washington, D.C. 20002
Office 202.543.2239
Fax 202.543.6719
info@vfw.org
www.vfw.org

Online Version: https://www.vfw.org/media-and-events/latest-releases/archives/2017/5/yuenglings-lagers-for-heroes-campaign-enters-its-second-year-to-support-the-vfw



“We are thankful to the brave and dedicated service men and women who made tremendous sacrifices and served our country,” said Richard “Dick” Yuengling, President and Owner of Yuengling. “Generations of our family served, which reminds us today of the value and support VFW brings to our nation’s heroes.”

“We are extremely appreciative of Yuengling’s continued generosity and support. Together we will continue to ensure our nation’s service members, veterans and their families receive the assistance they’ve earned and deserve,” said Brian Duffy, VFW National Commander.

Yuengling fans can support the VFW through participation in the 2017 campaign in two ways. Consumers can text HERO to 27722 to make a $10 donation. (Message and data rates may apply.) These donations will help veterans access their earned benefits like health care, education and disability compensation. These donations will support the work of the VFW’s National Veterans Service (NVS) program, where a network of trained, professional and accredited advocates assist veterans obtaining the benefits and entitlements they’ve earned through their military service from the Department of Veterans Administration through their military service. The VFW offers this service at no charge.

Secondly, participating retailers will collect donations upon checkout when customers elect to donate when making their beer purchase. Funds from donations made at retail locations will be used to support grants VFW has designated for the state from which the donations originated.

Family members and friends will be able to recognize their heroes at retails displays by purchasing “Lager for Heroes” donation tear pads throughout the 20 states where Yuengling’s portfolio of beers are sold.

D.G. Yuengling and Son, Inc. runs programs year-around at VFW Posts and contributes to the VFW for the programs they have that support our country’s veterans.

# # #

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, Lord Chesterfield Ale, and three great seasonals: IPL, Summer Wheat and Oktoberfest. For more information about the brewery and gift shop, visit www.yuengling.com.