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PRESS RELEASE (FOR IMMEDIATE RELEASE)

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**LA CROSSE DISTILLING CO. JOINS IN #BREWSTACHESTRONG
FOR BRAIN CANCER RESEARCH**

(LA CROSSE, WISCONSIN, APRIL 27, 2022) La Crosse Distilling Co. is participating in the national #BrewStacheStrong beer collaboration in solidarity with over 175 other craft breweries. This campaign will raise vital funds and much needed awareness for brain cancer research. Participating #BrewStacheStrong breweries will raise money through sales of their limited-edition Head 'Stache, a single malt and single hop (SMaSH) India Pale Lager. Starting Sunday, May 1, patrons will be able to find this locally crafted brew at the tasting room on draft and in 16oz. cans and \$1.00 from every can sold during the month of May will be donated to the #BrewStacheStrong campaign!

Head brewer, Graham Kaczmarek, shares "The limitations that come with the SMaSH category force the creative process into a box. This box presents a challenge that can't help but push the limits of how to accomplish a flavor profile with depth and character and is a challenge I thoroughly enjoy. Coming together with the community to support a great cause just by drinking beer is something I look forward to and am very grateful to be part of. Cheers!"

"Being in a position to not only provide hope for families and patients diagnosed with brain cancer, but also serve as a catalyst for change by collaborating with La Crosse Brewing Co. to raise significant funds and awareness for brain cancer research is something I'm truly passionate about," said Colin Gerner, President and Co-Founder of StacheStrong. StacheStrong has hundreds of breweries committed to #BrewStacheStrong, which will kick off during the Spring of 2022.

For more information about #BrewStacheStrong and the participating breweries, please visit www.StacheStrong.org/brewstachestrong. For regular updates about the campaign, follow @StacheStrong on [Instagram](#), [Facebook](#) and [Twitter](#).

About StacheStrong

StacheStrong is a 501(c)3 nonprofit organization devoted to raising funds and awareness for brain cancer research. Defeating brain cancer and improving the quality of patients' lives is their daily focus. StacheStrong has become a beacon of hope for countless individuals and families afflicted by this disease and serves as an ardent advocate for all those impacted by brain cancer. Net proceeds raised by StacheStrong go towards brain cancer research initiatives and together we WILL flip the script on this disease. Learn more and get involved at www.StacheStrong.org as we fight towards a cure!