



## MEMORIAL DAY – VETERANS DAY 2022

*Every Sip Supports Our Troops*

### About Hops for Heroes™

*Brew for America's Service Members and Veterans*

Soldiers' Angels is inviting professional craft breweries of all sizes to brew a custom recipe, Homefront IPA™, and donate the proceeds to the national charity to support U.S. service members, veterans, and their families. Using donated supplies provided by our corporate sponsors and partners, all net proceeds on tasting and tap rooms sales from Memorial Day through Veterans Day will be donated to Soldiers' Angels, providing support that will help in a variety of ways— from shipping care packages to deployed service members to providing food assistance to low-income and homeless veterans, and more.



Participating breweries will receive access to Soldiers' Angels exclusive *Hops for Heroes™ Brewer's Media Kit* with brand logos, social media content, sample press release, flyers, posters, table tents and release party ideas to celebrate and promote support for our nation's heroes. By signing up by April 15, 2022, participants will also receive a custom-designed tap handle, T-shirt(s) and coasters. Sign-ups will be accepted after April 15; however, receipt of the custom-designed items cannot be guaranteed.

Visit [SoldiersAngels.org/HopsForHeroes](https://SoldiersAngels.org/HopsForHeroes) for further information and registration details.

### About Homefront IPA™

*An Historic and Patriotic Brew Inspired by America's Favorite Pastime*

Homefront IPA™, created by former Major League Baseball pitcher Chris Ray, is an ale brewed with oranges and aged on maple wood in the shape of a baseball bat. This creation combined Chris' love of baseball with his love of country and is thus brewed today with one goal in mind: to honor and support the men and women who have served or are currently serving in America's Armed Forces.

Homefront IPA™ can be enjoyed to honor our heroes on such patriotic holidays as Memorial Day (May 30), Flag Day (June 14), Independence Day (July 4), Purple Heart Day (August 7), Patriot Day (September 11) and Veterans Day (November 11). Other days to consider are each of the service branch's birthdays: Army (June 14), Air Force (September 18), Navy (October 13), Marines (November 10), Coast Guard (August 4), and Space Force (December 20).



[SOLDIERSANGELS.ORG/HOPSFORHEROES](https://SoldiersAngels.org/HopsForHeroes)

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## About Us

*"May No Soldier Go Unloved"*

Soldiers' Angels is a national 501(c)(3) nonprofit that provides aid, comfort, and resources to the military, veterans, and their families. Founded in 2003 by the family of General George Patton, hundreds of thousands of Soldiers' Angels "Angel" volunteers assist veterans, wounded and deployed personnel and their families in a variety of unique and effective ways. (Tax ID# 20-0583415). Learn more at [Soldiersangels.org](https://Soldiersangels.org).

Soldiers' Angels is one the largest nonprofits of its kind in the country with a 96.5% efficiency rating and is among the highest-rated nonprofits by charity watchdog sites. Since 2003, the organization has provided over \$230 million in aid to military and veteran families. In 2021 alone, Soldiers' Angels provided support to over 982,000 service members, veterans, wounded heroes, and their families.

## Benefits of Participating

*Brewery Promotion While Supporting a Great Cause*

Breweries can show their support for our nation's heroes and earn significant media exposure, employee engagement, and community support. Some of the benefits include:

- Publicity and exposure to major media markets throughout the United States.
- Social media amplification through Soldiers' Angels Facebook (380K+ followers), Twitter (37K+ followers), and Instagram (4.3K+ followers) pages.
- Company recognition on Soldiers' Angels website (544K+ annual visitors) and inclusion in national newsletter (340K+ subscribers).
- Exposure to more than 100,000 Angel volunteers worldwide.
- Rewarding volunteer opportunities for employees and team leaders through community-facing release parties.

## How to Participate

*Soldiers' Angels Honors Participation By Making It Easy*

**Step 1:** Sign an agreement with Soldiers' Angels for the Hops for Heroes™ Program.

**Step 2:** Submit the requested information (logos, details of release) according to the calendar timelines provided by Soldiers' Angels.

**Step 3:** Brew and release Homefront IPA™ between Memorial Day and Veterans Day according to the required exclusive *Hops for Heroes™ Brewer's Media Kit*.

**Step 4:** Send a donation check to Soldiers' Angels based on the net proceeds and amount brewed.

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