



For Immediate Release

May 7, 2020

Local Breweries Go All In With All Together Brew

Green Bay, WI - Two local breweries are joining a global brewing initiative to support local businesses through the **Green Bay All Together Hospitality & Tourism Grant**, established by the Greater Green Bay Convention & Visitors Bureau. There is an immediate need to support bars, restaurants, retailers and other hospitality businesses through this pandemic. Andrew Fabry, owner of Badger State Brewing saw the need, and reached out to the CVB, hoping to help the businesses that sell and support his beer.

Locally, both Badger State Brewing and Noble Roots Brewing Company are brewing an open-source beer recipe along with over 500 breweries in 40 countries that was started by Other Half Brewing in New York City. All the breweries involved are raising funds for their respective hospitality industries by brewing *All Together IPA*. Both local breweries will be releasing their *All Together IPA* TODAY, May 7. Badger State has distribution at local retailers, and both breweries have a curbside pick-up option.

Proceeds from *All Together IPA* will be contributed toward the **Green Bay All Together Hospitality & Tourism Grant** to provide immediate and long-term recovery, relief, and support of the hospitality and tourism industry in Greater Green Bay.

“We have seen our community come together to do amazing things for each other. This global pandemic is something no one planned for, yet so many are responding with great care, generosity, and collaboration. The **Green Bay All Together Hospitality & Tourism Grant** is another fantastic example of that. We are all in this together.” says Brad Toll, President & CEO, Greater Green Bay Convention & Visitors Bureau.

The Greater Green Bay Convention & Visitors Bureau will establish a committee that represents the local hospitality industry to ensure proper distribution of grant funds. Committee members will come from a variety of hospitality sectors, including restaurants, bars, attractions, shopping, hotels, and of course breweries.

Toll shares this final message: “When our industry is brought to its knees, we want to do whatever we can to help our partners stand back up. That’s why the Greater Green Bay Convention & Visitors Bureau has contributed \$1,000 toward the **Green Bay All Together Hospitality & Tourism Grant**. I would encourage other businesses to support this initiative as well. Hospitality and tourism are the backbone of our community.”

To support businesses through the **Green Bay All Together Hospitality & Tourism Grant**, make checks payable to Experience Greater Green Bay (501c3) or reach out to Cameron Teske at cameron@greenbay.com or 920.405.1120. Contributions are tax deductible.

Contributions can be sent to: Experience Greater Green Bay, PO Box 10596, Green Bay, WI 54307

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