

STANDING STONE BREWING COMPANY

Standing Stone Brewing Co. Invites Locally-based, Mission-aligned Non-profits to Apply for "Pints for a Purpose" Donation Program

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(Ashland, OR) It's not often that you can enjoy a microbrew in the name of supporting a favorite cause. Luckily, customers of Standing Stone Brewing Company have been treated to this opportunity for some time, and will have more chances to do so. For several years, the Ashland brewpub and restaurant has offered a portion of sales from select specialty beers to non-profits nominated by employees. This well-received initiative has benefitted a lot of great causes, including the Mt Ashland Give a Kid a Lift Fund, THRIVE and Science Works.



To extend the benefits further, Standing Stone has launched a freshly reformulated twist on this effort, dubbed "Pints for A Purpose." Instead of asking employees to nominate potential recipients, the brewery is inviting non-profits whose work aligns with its mission – enhancing sustainability, local food and farming, education and community—to apply.

Each organization that is selected receives 25 cents for each pint specialty beer that's sold for three weeks. Each recipient's donation period starts with a kickoff event where they have the opportunity to receive up to \$1 per pint depending on the number of pints sold that evening. To maximize each non-profit's fundraising success, Standing Stone and each recipient partner on promotion through e-communications, flyers, social media and other venues.

Non-profits that meet the following guidelines are encouraged to apply by August 15th:

- Recipients must be a registered 501c3 non-profit, not individuals or sports teams
- The non-profit's work must focus on environmental sustainability, local food, education and/or community.
- Recipients must be locally based and benefit the community
- Organizations cannot have received program funding in the past year



More details and a donation request form can be found online at <http://standingstonebrewing.com/donations.html>. Applications are due August 15th and Standing Stone will announce decisions in eight weeks. Organizations that do not meet the Pints for a Purpose program guidelines are encouraged to see if they qualify for the brewery's in-kind donation program at <http://standingstonebrewing.com/donations.html>.

"We're really excited to launch this enhanced version of our longstanding financial giving program and invite qualified non-profits to apply," says co-owner Danielle Amarotico. "We look forward to partnering with local organizations that support our mission, and engaging our community, to support more great causes and make a difference with every pint." #