



September 17, 2008
For Immediate Release

Breast Cancer Awareness and Support: Share the Passion at Sprecher

Glendale, WI -- October is Breast Cancer Awareness month nationally and at Sprecher Brewing Company. This disease has affected many lives, if not directly then indirectly. According to the American Cancer Society, "Excluding skin cancers, breast cancer is the most common cancer among women, accounting for 1 in 4 cancers diagnosed in US women" (www.cancer.org).

We at Sprecher want to encourage women to join the fight against breast cancer by taking positive, self-empowering action for themselves, their family and friends; and we want to make it easy and fun. To that end, we are offering the following:

- ☺ Anyone who brings in proof of having had a mammogram in October 2008 will receive a **free 4-pack of Sprecher gourmet soda**.
- ☺ Special items for sale in the Gift Shop include a **Pink BE STRONG Awareness Bracelet (\$1.75)**, and a special **Sprecher Breast Cancer Support Bag (\$40)** containing a Pink Sprecher T-shirt, a brewery tour pass, one awareness bracelet, critical information about breast cancer, special spa gifts and many gift certificates for health and well-being (Value: \$300).
- ☺ **Proceeds from the sale of these special items - and all tour proceeds during the week of October 20th - will be donated to Gilda's Club of Southeastern Wisconsin, www.gildasclubsewi.org, which offers free support, networking, lectures, workshops and social events to persons living with cancer and their families.**

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☺ **Enjoy a Free Mini-Spa. Sunday, October 26th**, women affected by breast cancer are invited to unwind and have several mini-spa treatments in the intimate environment of Sprecher's Rathskellar. While your family is touring the brewery, experts from Phases (massage), Beauti Control (neck wrap, hand treatments), Migun (thermal massage systems beds, foot massage) and Shaklee (electrolyte replenishing drink) will provide an array of restful and therapeutic treatments.

For more information about Sprecher's October 2008 Breast Cancer Awareness programs and partners, contact Michelle Brzek at mbrzek@sprecherbrewery.com, or 414.964.7837 x114.

Established in 1985, Sprecher Brewing Company is Milwaukee's first microbrewery since Prohibition. Sprecher manufactures award-winning beers and gourmet sodas.

Located at 701 W. Glendale Ave, Glendale, WI, Sprecher is open 7 days a week. Gift Shop hours: M-F, 11am-6pm; Sat, 10am-5pm; Sun, 11am-5pm. During the fall, tours are offered Friday thru Sunday. Contact the Gift Shop for reservations: 414.964.2739.

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