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Sprecher Donates \$2,000 to Gilda's Club of Southeastern Wisconsin

Glendale, WI – During the month of October, Sprecher Brewing Company took a proactive stance against breast cancer and in support of breast cancer survivors by forging partnerships with organizations dedicated to health and wellness. “In addition to brainstorming about ways in which our company could help lessen the negative impact of breast cancer on people’s lives, we decided to make this a broader community effort so we reached out to partners we thought would make our initiative successful.” said Anne Sprecher.

To help encourage women to care for their bodies, anyone bringing in proof of a mammogram to the Sprecher Gift Shop received a free 4-pack of soda. Nearly 75 women took advantage of this offer, many coming from Columbia St. Mary’s River Woods Outpatient Center. Sunday, October 26th, the Sprecher Rathskellar became a free candle lit mini-spa specially designed for breast cancer survivors. Thirty women enjoyed a brewery tour followed by pampering from Migun thermal massage beds, mini-massages by Phases, as well as mini-manicures and pedicures by Beauti Control.

Through a number of additional initiatives, including donating proceeds from a week of tours, sales of a specially designed goody bag for breast cancer survivors and a Stay Strong breast cancer bracelet, Sprecher was able to make a \$2,000 donation to Gilda’s Club of Southeastern Wisconsin. This money will be used to support programming for people affected by breast cancer and their families. “We are so grateful to Sprecher Brewing Company for their community support of the importance of Breast Cancer awareness. More than 200,000 people in the U.S. will be diagnosed with breast cancer this year, and approximately 1,400 of them will be from Southeastern Wisconsin. Gilda’s Club is a welcoming place for individuals to come for support, understanding and guidance,” said Gilda’s Club Executive Director, Trish Haudricourt.

Established in 1985, maker of award-winning beers and gourmet sodas, Sprecher Brewing Company is Milwaukee’s first microbrewery since prohibition. Visit the brewery at 701 W. Glendale Ave, Glendale, for tours and special events.

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