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FOR IMMEDIATE RELEASE

BOSTON BEER CO. AND CHRIS EVANS HOST STAR SPANGLED OLYMPICS FOR CHARITY: WATER

BOSTON, April 30, 2018 - Boston Beer Co. announced its sponsorship for a four-series challenge competition to raise awareness and funds for the nonprofit, charity: water. The event is to be held at Constitution Beach in Boston, and will be titled, Star Spangled Olympics. Chris Evans, better known for his Captain America character and originally from Boston, will be the celebrity host. The goal of this event is to raise awareness for the idea that without clean water, beer cannot be produced. The event takes place the weekend before Independence Day every year. This year, the event will take place on Saturday, June 30, from 10:30 a.m. to 5 p.m. Star Spangled Olympics will involve four events where teams compete for first, second and third place based on how many points they obtain in each competition.

The \$35 cost of entry for each participant, not team, will include the registration fee, game entry and admission to the Sam Adams beer tent celebration following the competition. All proceeds will go to charity: water.

“We are so excited to partner with Boston Beer Co. in an effort to raise awareness for our organization,” said Scott Harrison, founder of charity: water.

Registration will take place from 10:30 a.m. to 11 a.m. and the competitions will occur from 11 a.m. to 3 p.m. followed by the announcement of first, second and third places. The top three winning teams will receive Boston Beer Co. merchandise. Before the announcement of the winners, the Sam Adams-themed beer tent will provide unlimited beer to all participants from 4 p.m. to 5 p.m.

Boston Beer Co. represents four main brands with ownership of other brand names. These brands include TRULY, Twisted Tea, Sam Adams and Angry Orchard. Each of these brands will be associated with a corresponding game. “This will be a fun event for the community to become involved with while supporting a great nonprofit, charity: water,” said Jon Potter, chief marketing officer of Boston Beer Co.

(more)

The TRULY Relay will be a corn maze with stations within the maze set up for team members numbered one to 10 to find each other chronologically and exit as a whole group. The first team to exit wins, and so on. Following the TRULY Relay will be the Twisted Tea Hamster Ball Challenge involving a series of bumpers for team members to maneuver around until they catch up to the next player on the team. The first hamster ball to exit the course claims the first spot place for that challenge. The same goes for second and third place. The third challenge will be the Sam Adams Block Puzzler. The teams who put together the puzzle fastest win. The last challenge will be an Angry Orchard Bobbing for Apples competition. The top three teams who bob the most apples will place.

For more information on the event, visit either www.bostonbeer.com/starspangledolympics or www.charitywater.org/jointhecause.

The Mission of The Boston Beer Company is to seek long-term profitable growth by offering the highest quality product to the U.S. beer drinker.

charity: water is a non-profit organization bringing clean and safe drinking water to people in developing countries.

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FACT SHEET: STAR SPANGLED OLYMPICS

July 2018



The Boston Beer Company

- Founded in Boston, Massachusetts, in 1984 by Jim Koch
- Samuel Adams Boston Lager was the first beer perfected by Koch from his grandfather’s recipe and named after one of the founding fathers of the U.S.
- BOSTON BEER CO. sold more than 4.3 million barrels of its primary products as of 2015
- Other than Boston, BOSTON BEER CO. brews its beers in Lehigh Valley, Pennsylvania, and Cincinnati, Ohio
- Sam Adams represents the largest-selling craft beer in America
- Maintains strong corporate social responsibility through safe and healthy practices to ensure environmental sustainability
- While there are four main brands, eight brands are represented under the BOSTON BEER CO. umbrella
- 573 awards were won by BOSTON BEER CO. for its beer in 2016
- Since 2008, small food and beverage business owners nationally have received \$14.5 million from Boston Beer Co. as part of its CSR (more)



charity: water

charity: water

- Founded in 2006 by Scott Harrison and headquartered in Manhattan, New York
- charity: water thrives on the 100 percent model, designed by the organization to donate 100 percent of public funds for clean water projects
- Sponsors, private donors and foundations are the source of financing for office rent, staff salaries and general office supplies
- Rural communities in 24 countries have received the benefits from help through charity: water
- Funds have been raised for 23,377 water projects
- Organizations around the globe, including but not limited to, World Vision, have partnered with charity: water to help financially support water project implementation
- charity: water decides whether a piped system, a well or a BioSand filter will be the best fit for harvesting rainwater in a given community alongside its members and local experts

Need for Clean Water/Natural Resources to Produce Beer

- 20 gallons of water, on average, are required to make one pint of beer*
- A child dies from a water-related disease every minute **
- Clean water can help with food production in efforts to reduce hunger and poverty**
- As part of BOSTON BEER CO.'s training, employees are provided education and awareness programs to help drive efforts for sustainable initiatives and reducing water use
- Boston Beer Co. is committed to the "Three Rs," or reducing, reusing and recycling and utilizing resources such as clean water to brew the best beer
- As part of BOSTON BEER CO.'s corporate social responsibility, a commitment is upheld to protect the environment in its brewing process, whether it is minimizing waste or maximizing the use of natural resources, including water, effectively and resourcefully
- In the company's communication efforts, "Green Teams" have been implemented to help promote environmental awareness for company-wide efficiency efforts

*Source: Yet Another 'Footprint' to Worry About: Water

**Source: 11 Facts About Water in the Developing World

Star Spangled Olympics

- Held on Constitution Beach of Boston, Massachusetts, on Saturday, June 30, 2018, from 10:30 a.m. to 5 p.m.
- Involves four competitions with first, second and third place teams winning Sam Adams merchandise
- Sam Adams will provide the beer for the beer tent following the competitions from 4 p.m. to 5 p.m.
- Boston Beer Co. will donate all proceeds to charity: water
- Chris Evans, known for his role as Captain America, will be in attendance and hosting the event
- Pre-registration for the Star Spangled Olympics will be \$35 at www.bostonbeer.com/starspangledolympics

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Jon Potter
Chief Marketing Officer

Jon Potter began his career at Boston Beer Co. in 2016 as the chief marketing officer. Formerly a CMO for Diageo North America and Moët Hennessy USA, Potter is not new to this role. Potter has a strong background in management, career development, leadership, P&L and brand growth.

Potter, a graduate of University of Southampton, calls himself “a marketer at heart,” according to his LinkedIn profile. After graduating from the University of Southampton in 1986, he obtained his MBA the following year at Aston University. For the next two decades, Potter went on to work in various roles in the wine, beer and spirit industry globally.

For three Olympic Games held in the 1980s, Potter proudly represented Great Britain. In 1984 (Los Angeles), he won the bronze medal, and in 1988 (Seoul), he took home the gold medal.

In Potter’s leisure time, he enjoys trying local food, traveling and fitness. He is a father of four, a Packer shareholder and a self-proclaimed craft beer and wine enthusiast.

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charity: water

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Scott Harrison
Founder & CEO

Scott Harrison is a graduate of New York University with a bachelor's degree in communications. For years following his graduation, all Harrison had known was the party lifestyle. He was unhappy during these years and eventually sought change. He left a life of addiction, where he was promoting fashion events and top nightclubs, to pursue volunteer work.

Harrison was amazed at MERCY SHIPS, a floating hospital and humanitarian organization that offers free medical care in the world's poorest nations. The organization has an impressive 25-year track record for generating results. He wanted to be part of the positive change and thus gave up his lavish lifestyle for a life of bunk beds, close quarters and no public electricity for a role as a volunteer photojournalist.

Liberia, a country Harrison fell in love with, showed him the reality of the 1.2 billion people living in poverty and without clean water sources. He returned to New York City from Liberia in 2006 when he founded charity: water. He is proud to be part of an organization that is helping 2,000 people gain access to clean water each day.

Because of Harrison's impressive work for charity: water, he has been booked for hundreds of speaking engagements to discuss his entrepreneurial growth and the partnerships he has helped build for the nonprofit.

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BACKGROUNDER: *STAR SPANGLED OLYMPICS*

July 2018

Boston Beer Co.

Boston Beer Co. is an American-based beer company founded by Jim Koch in 1984. After discovering his grandfather's recipe called Louis Koch Lager, Jim Koch wanted to challenge the status quo of what the world understood as beer being crafted in the industry. He hired his first employee, Rhonda Kallman, and brought her on as co-founder.

Koch had little money and began to brew the beer right in his kitchen. His idea was to introduce balanced and full-flavored beers with only the best quality ingredients to beer drinkers everywhere. He thought of Samuel Adams, one of the founding fathers of the United States, as an independent and revolutionary man and named his first beer after him. He called it Samuel Adams Boston Lager. Without the resources to distribute the lager in six packs or kegs, he instead sold the beers as loose bottles.

Finding success in this recipe, Koch took to the streets of Boston with a briefcase full of the homemade beer. On Patriot's Day in April 1985, Koch went public with Samuel Adams Boston Lager and within six weeks his beer was entered in Denver's Great American Beer Festival and became "The Best Beer in America." It went on to win the same title four more times. During the first year, Koch's company recorded \$120,000 in revenue.

After the success of the original lager, Boston Beer Co. went on to develop more than 60 beer styles, incorporating specialty and seasonal brews, under the Sam Adams name. In 2001, Twisted Tea Brewing Company was founded and created under the Boston Beer Co. umbrella. During the rise of popularity in Twisted Tea, three more flavors were launched. Original Lemonade, Pink Lemonade and Strawberry Lemonade were introduced in 2014. In the

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spring of 2012, Boston Beer Co. launched Angry Orchard Cider Company. The Angry Orchard line includes favors such as Crisp Apple, Traditional Dry, Green Apple and Apple Ginger. Just like its Sam Adams counterpart, Angry Orchard also offers seasonal and specialty ciders. Boston Beer Co.'s most recent launch was Truly Spiked & Sparkling, which took place in May of 2016. Assortments of flavors were incorporated into this low-calorie line, including sicilian blood orange, colima lime, pomegranate, and grapefruit & pomelo.

As part of Boston Beer Co.'s corporate social responsibility, Koch created Brewing the American Dream in June 2008, inspired by his own entrepreneurship. Through this philanthropic program, the company provides mentoring and loans to small business owners in beverage, hospitality, food and craft brewing industries. Since its inception in 2008, nearly \$14.5 million dollars has been distributed internationally.

Koch continues to serve as a director and chairman. He served as the company's chief executive officer up until January 2001 when he turned the reigns over to Martin Roper, the current CEO. Boston Beer Co. revenue continues to grow, amassing millions in profit since its start date nearly three decades ago.

The Mission of The Boston Beer Company is to seek long-term profitable growth by offering the highest quality product to the U.S. beer drinker.

charity: water

charity: water is nonprofit organization founded in 2006 by Scott Harrison. With a troubled history of addiction and a non-fulfilling career as a club and fashion event promoter, Harrison looked for volunteer work nearly a decade ago. After witnessing firsthand as a photojournalist how many people outside of the western world were living impoverished lives, Harrison sought change. He decided he was capable of helping the 663 million people in need of clean water.

Since its founding, nearly 23,377 clean water projects have been funded, reaching 24 countries across the globe. Asia, Africa and Central and South America are just four examples of countries that have received the benefits of charity: water's projects. It takes an average of 21 months to fully complete each of these projects where it is then recorded as part of the nonprofit's guarantee to provide proof of its work. These numbers ensure that over seven million people have received clean water.

charity: water has a visual map on its website to note where each project took place. The idea is to show donors that 100 percent of the funded money is going to these water projects. The goal is for complete transparency and accountability.

charity: water has developed an approach to funding successful clean water programs and aiding them to last for years. The nonprofit looks for partners in towns of these third world

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countries who want to enrich the surrounding rural communities in need of safe drinking water. As part of the nonprofit's process, potential partners are vetted. Once a partnership is established, safe water points are selected based on need and geographical location.

Terrain and cultural factors play a large role in the type of safe water technology selected. While numerous types of safe water technology can be implemented, some of the more common technologies include BioSand filters, piped systems, water purification systems and hand-dug wells. Local experts and community members help decide which system will be most effective.

After deciding which safe water technology system should be used, determining project costs and framing a timeline are the next steps. The project costs include salaries for local engineers, transportation, support costs and most importantly, the materials. A timeline of about 21 months is set to carry out the goals of the operation.

It is crucial to establish strong relationships with local governments to keep the clean water flowing. Partners work with community members and the local governments to maintain the project's success for years following the initial implementation of the clean water technology. As part of the program, charity: water works to check in with partners to help ensure continued functionality and monitoring of the systems.

The nonprofit abides by what they have named The 100 Percent Model. This model was designed to ensure 100 percent of donations would be used toward water projects. An audit system was devised specifically to back this model. In addition to one-time donations, many foundations continue to donate and support charity: water. Select Equity Group, Provision Foundation, Bilger Foundation and Skirball Foundations are a few examples. charity: water also receives help through corporate sponsorships.

charity: water is a non-profit organization bringing clean and safe drinking water to people in developing countries.

Need for Clean Water/Natural Resources to Produce Beer

According to the article Yet Another 'Footprint' to Worry About: Water by Alexandra Alter, nearly 20 gallons of water, on average, are required to make one pint of beer. Numerous natural resources go into the production of beer, indicating to companies such as Boston Beer Co. the importance of corporate social responsibility when producing their products.

Boston Beer Co. stands by its continued implementation of abiding by the "Three Rs," or reducing, reusing and recycling. As part of its corporate social responsibility, a commitment is upheld to protect the environment in their brewing process whether it is minimizing waste or maximizing the use of natural resources, including water, effectively and resourcefully.

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As part of the company's communication efforts, "Green Teams" have been implemented to help promote environmental awareness for company-wide efficiency efforts. Through these efforts, training has been devised for employees of Boston Beer Co. providing education and awareness programs in an effort continue beer production through sustainable initiatives.

Boston Beer Co. works with distributors to collect and reuse glass bottles while ensuring cleanliness. Within the bottling operations, a glass recycler is used, generating new and clean bottles from scrap glass. In addition to recycling glass, spent grain and yeast is recycled and distributed to local dairy farmers. These recycled, brewing byproducts can be used for soil fertilizers and animal feed.

Star Spangled Olympics

Star Spangled Olympics is an event based on the partnership between the company, Boston Beer Co. and the nonprofit, charity: water. The event was created to raise awareness and funds for charity: water with the notion that beer cannot be made without clean and safe water. Chris Evans, known also as his character, Captain America, and a native to Boston, will host the patriotic event. All of the proceeds from Star Spangled Olympics will go to funding the projects of charity: water.

Star Spangled Olympics will take place on Saturday, June 30, 2018, the weekend before Independence Day. There is a \$35 participation fee for each team member with a minimum of eight participants and a maximum of ten per team. All participants must be at least 21 years old. The event will run from 10:30 a.m. to 5 p.m. Registration will begin at 10:30 a.m., and the competitions will start at 11 a.m.

The four competitions are the TRULY Relay, Twisted Tea Hamster Ball Challenge, the Sam Adams Block Puzzler and Angry Orchard Bobbing for Apples. The TRULY Relay will be a corn maze with stations within the maze set up for team members numbered one to 10 to find each other chronologically and exit as a whole group. The first team to exit the maze wins, and so forth. The Twisted Tea Hamster Ball Challenge will follow the TRULY Relay and will involve a series of bumpers for team members to maneuver around until they catch up to the next player on the team. The first hamster ball to exit the course claims the first spot place for that challenge. The same goes for second and third place. The third challenge will be the Sam Adams Block Puzzler. The team that puts together the puzzle fastest wins. The last challenge will be an Angry Orchard Bobbing for Apples competition. The top three teams who bob the most apples will place.

At 3 p.m. when the four competitions have finished, Evans will announce first, second and third places. The winners will receive an assortment of Sam Adams merchandise donated by Boston Beer Co.

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Following the announcement of the winners, a Sam Adams sponsored beer tent will open at 4 p.m. for all participants of the Star Spangled Olympics. The beer tent is included in the registration fee.

For more information on the event, visit either www.bostonbeer.com/starspangledolympics or www.charitywater.org/jointhecause and learn more about their partnership.

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Bio (Jon Potter): <https://www.linkedin.com/in/jonpotter6/>;
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