

FOR IMMEDIATE USE

MEDIA CONTACT

Steve Gill
FINNEGANS COMMUNICATIONS
steve@ghost-pr.com
612.839-9730

FINNEGANS' Reverse Food Truck Revs Up Summer Food Drive

FINNEGANS Launches Mobile Food Collections Campaign to Help Brainerd Area Community

MINNEAPOLIS, July 6, 2015 – The streets of Brainerd and beyond are going green instead of red white and blue for July. This month, FINNEGANS, the Minnesota beer company that turns beer into food for the hungry, will bring it's now famous Reverse Food Truck (RFT) to town to launch a special food drive campaign to help local families in need.

“Summer is a critical time for Minnesotans dealing with food insecurity,” says Jacquie Berglund, CEO and founder, FINNEGANS SBC. “While many school assistance programs that can help families during the school year are done and many find it challenging to get meals on the table, Brainerd School District is offering a feeding program, as well as Operation Sandwich. However, numerous other families are still finding it difficult to get meals on the table. That’s why for July we’ll be all over town taking food and monetary donations everywhere our Reverse Food Truck stops.”

Launched in conjunction with local distributor Bernicks, the “Fill the Truck” Summer Food Drive Campaign will see the RFT visit FINNEGANS accounts throughout July. FINNEGANS RFT street teams will be on site with each truck stop taking food donations and for anyone who donates, handing out “I donated” stickers good for FINNEGANS Amber or Blonde Ale specials at participating locations. All monetary donations go to

Harvest for the Hungry, a program of The Food Group (formerly known as the Emergency Food shelf Network) and Brainerd Area Lakes Salvation Army.

“It’s great to see the famous FINNEGANS RFT come to town,” says Arlene Jones, The Farm on St. Mathias, a contributor of fresh produce to local food shelves. “Both The Farm on St. Mathias and Prairie Bay have a long-standing and active involvement in the local community, and this is a great way to support community members that find themselves needing help through hard times.”

In 2014, 959.28 pounds of fresh produce were donated to the Salvation Army Brainerd and The Farm on St. Mathias from FINNEGANS profits.

See the Reverse Food Truck in Brainerd area here:

- | | |
|---------|--|
| July 15 | Nisswa Turtle Races followed by Country Sampler. |
| July 16 | Cashwise Brainerd / Baxter |
| July 17 | SuperOne Baxter, 3-5pm
Ernies, 5-7pm |
| July 18 | Bar Harbor 3-5pm |

For more information or to volunteer visit www.finnegans.org/fillthetruck or follow #FINNEGANSrft

###

About FINNEGANS (www.FINNEGANS.org)

FINNEGANS – Turning beer into food. Founded in 2000 in Minneapolis, FINNEGANS is a self-sustaining and inspirational social business. Through the sale of its Amber Ale and Blonde Ale, FINNEGANS has created an innovative business model that allows the company to create community wealth. How? One hundred percent of the profits are donated to the FINNEGANS Community Fund (501c3) to support hunger alleviation programs in every market where FINNEGANS is sold. FINNEGANS has scaled giving program to MN, WI, ND, SD and IA. Now, is there a better reason to raise a pint of FINNEGANS? For the latest, up to the minute information, find FINNEGANS on Twitter (www.twitter.com/finnegans) and Facebook (www.facebook.com/FINNEGANSIrishAmber).