

**FOR IMMEDIATE RELEASE:**

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**MILO'S TEA IS MAD ABOUT BIRMINGHAM**

*Milo's Tea Wants Fans to Score the Best of Birmingham*

**Birmingham, AL – (February 28, 2023)** Calling all basketball fans! Score the homemade taste of [Milo's Tea](#) (and even more hometown favorites) at Milo's Mad About Birmingham block party.

**On Friday, March 17<sup>th</sup>, Milo's Tea will host the Milo's Mad About Birmingham block party from 2:00 pm – 7:00 pm at City Walk's Beer Garden, located at 901 25<sup>th</sup> St N (between 23<sup>rd</sup> and 22<sup>nd</sup> Street).**

Featuring live music, games, prizes and more, Milo's will bring the flavors of Birmingham to college basketball fans from across the country in this fun afternoon event. Join the Milo's TEAm for samples of the nation's #1 refrigerated tea and enjoy local fare from the Alabama Peanut Company, Cahaba Brewing, Ghost Train Brewing, food trucks, artists, and more.

Proudly brewed in Birmingham for more than 77 years, Milo's Tea is a fan favorite in the Magic City and throughout the country. With only a few simple 100% natural ingredients and no preservatives, tea drinkers everywhere are mad about Milo's.

"Milo's is available in over 40,000 retail locations in America, but it all started over 77 years ago here in Birmingham and our headquarters are still here today. We take as much pride in our hometown as we do our just-like-homemade teas and lemonades," says Tricia Wallwork, CEO and Chair of Milo's Tea Company and granddaughter of founder Milo Carlton. "As Birmingham – and Milo's – continues to grow and thrive, we're excited to help amplify how welcoming and innovative our community really is."

Come take part in this special Milo's Moment – and create some of your own – at Milo's Mad About Birmingham block party on Friday, March 17<sup>th</sup>. It's sure to be a slam dunk!

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**About Milo's Tea Company**

Milo's Tea Company is a family-owned, certified Woman-Owned Business with corporate headquarters in Birmingham, Alabama. Milo's has been brewing the best-tasting, closest-to-homemade iced tea for three generations and counting. Milo's Tea tastes just like homemade because our family recipe includes only a few simple, 100% natural ingredients, and does not contain preservatives or added colors. Milo's is available in the refrigerated section of retailers across the United States. Learn more at [www.drinkmilos.com](http://www.drinkmilos.com).