

Maddie Alexander

Word Count: 310

Bud-Light Op Ed Piece

Washington Post,

We received a huge backlash after working with Trans Celebrity Dylan Mulvaney to celebrate a year since her transition. Many Bud-Light drinkers and customers were not for this because of their beliefs. We want you to know that we are not pushing beliefs on anyone and we were just trying to take a different approach. We just wanted to include others and make everyone feel included.

We tried expanding our audience but realized we highly reduced our audience after doing this collaboration. Moving forward we will be very careful on how we do things.

We have replaced our former Vice President with Todd Allen. The former Bud Light marketing Vice President Alissa Heinerscheid, who was at the Bud Light post for almost a year, is off the brand.

Many say the brand has gone “way woke” and previous supporters of the beer are not happy that we tried to expand to the trans audience. Anheuser-Busch was out of the loop on the whole **Dylan Mulvaney** campaign.. We have received threats and the safety of our employees is our top priority. We understand we made people mad but we don’t think death threats are needed.

We just wanted to try and stay relevant and grow for the next generation. We didn’t mean to offend anyone or try to put your beliefs in any other direction. We are truly sorry that we

caused a problem and we hope to move forward and show everyone that we are still just a good beer who didn't mean to harm anyone. We are the same flavor beer with the same can design. We know that not everyone celebrates the trans community and we weren't trying to influence the general public in any type of way.

For further information you can contact:

Maddie Alexander alexandermaddie1@gmail.com

Anheuser-Busch 3176265431