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**FOR IMMEDIATE RELEASE**

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**Wisconsin Distributors and Partners Celebrate Veteran's Day  
with \$3,000 Donation to Folds of Honor**

**Appleton, WI – November 11, 2024** – In a heartfelt tribute to our nation's heroes, Wisconsin Distributors, in collaboration with WNCY-Y100, Wisconsin International Raceway, and Monday Motorsports, proudly announces a donation of \$3,000 to the Folds of Honor Foundation. This generous contribution, presented on Veteran's Day, underscores the commitment to honoring the sacrifices made by military families.

This summer, the team launched the Budweiser Folds of Honor Campaign during the Red, White, & Blue Series at Wisconsin International Raceway. For every can of Budweiser sold at the races, \$1 was donated to Folds of Honor, which provides educational scholarships to the spouses and children of fallen and disabled service members. Additionally, local racecar driver Andy Monday and the Monday Motorsports Race Team auctioned off panels from their 2024 racecar, with all proceeds benefiting this noble cause.

DJ Talady of Wisconsin Distributors stated, "Giving back is an incredibly important part of the culture at Wisconsin Distributors. We prioritize being active in our community, supporting initiatives from Folds of Honor to Toys for Tots, and engaging in local events like Appleton's Oktoberfest and county fairs. We are proud to contribute to the Folds of Honor mission, ensuring that the families of our heroes are not forgotten."

The campaign was a resounding success, thanks in part to the enthusiastic promotion by Shotgun Shannon and the Y100 team, who offered VIP race tickets and on-air support. The team is excited to continue this impactful partnership with plans already in motion for the 2025 Red, White, & Blue Series.

The check will be formally presented to Folds of Honor later this month, further solidifying the commitment to support those who have sacrificed so much for our freedom.

For more information about Folds of Honor and their mission, visit [Folds of Honor](https://www.foldsofhonor.org).

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**About Wisconsin Distributors**

*Wisconsin Distributors serves 30 counties in southern Wisconsin with two warehouses in Sun Prairie and Appleton. We distribute domestic, craft and import beers along with craft soda. Some of our most popular brands include Bud Light, New Belgium, Goose Island, Bell's Brewery, One Barrel Brewing Company, O'So Brewing Company, Tyrannena, Bear Republic, Potosi Brewing Company, Stella Artois, Krombacher, Abita, D&V International, Vintage Brewing Company, Spaten, and Labatt. For more information, visit <https://www.wisconsindistributors.com>.*