



Reunion Beer Kicks Off 2010 Fundraising Campaign With Release of Belgian-Style Scotch Ale

June 7, 2010 – Berkeley, CA; Seattle, WA; Athens, GA

REUNION – A Beer for Hope, now in its fourth year, today announced the release of its 2010 special brew, a Belgian-Style Scotch Ale. Bison Brewing in California returns for its fourth consecutive year as a brewing and fundraising partner, and Terrapin Beer Company in Georgia returns for its second year. The beer will be released this month in both 22 ounce bottles and draft in 14 states (California, Oregon, Washington, Colorado, Minnesota, Georgia, Florida, South Carolina, North Carolina, Virginia, Tennessee, Alabama New Jersey and Pennsylvania). A number of kick-off events are scheduled in late June and will be posted at the REUNION site (www.reunionbeer.com) and the REUNION Facebook group page (www.causes.com/causes/90009/).

REUNION Beer is the inspiration and collaboration of Alan Shapiro, president of SBS Imports, Pete Slosberg, creator of Pete's Wicked Ale™, and Virginia MacLean, long time friend and colleague, as a way to raise awareness of and donations for The Institute for Myeloma & Bone Cancer Research. All met during the early days of Pete's Brewing Company. Virginia passed away from complications from Multiple Myeloma in June 2007, four months after the initial release of Reunion.

"Virginia emphasized the importance of continuing our support of IMBCR," noted REUNION Co-Founder Alan Shapiro. "She believed wholeheartedly in the work of The Institute and understood the value of bringing hope to others. Every dollar raised helps us honor Virginia's memory."

To date REUNION has raised in excess of \$130,000 for The Institute for Myeloma & Bone Cancer Research (www.imbcr.org) via profits from beer sales, retailer fundraising events, and private donations. "Every dollar we raise goes directly to IMBCR to fund research," added Co-Founder Pete Slosberg. "We hope beer lovers everywhere will consider making a small donation via the REUNION site, Facebook cause page or directly at IMBCR's site."

2010 REUNION Beer

This year's beer was developed in concert by brewmasters Spike Buckowski of Terrapin, Dan Del Grande of Bison, and REUNION co-founder Pete Slosberg. It is a Belgian-Style Scotch Ale – a nod to Virginia's heritage. It is brewed to an original gravity of 1078 using 5 different malts and hopped with East Kent Goldings to 35 IBU's. It is fermented with a high gravity Trappist yeast and is 7.0% alcohol by volume. Each brewery has created a unique interpretation of the REUNION label (see attached).

The beer is deep amber in color with an off white full head. It has a complex malt palate with subtle spice notes enhanced by the finesse of the Trappist yeast. The beer finishes with balancing and pleasing hop notes.

About IMBCR

The Institute for Myeloma and Bone Cancer Research is dedicated to independent research seeking to develop effective therapies to improve the quality of life and longevity of patients with myeloma and bone cancer. Myeloma and bone cancer are two of the fastest growing diseases in the world, afflicting more than one million people in the U.S. alone.

Artwork attached. For more information contact:

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