

**P E N D L E T O N**  
**W H I S K Y**



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT**

Jennie Klahre

[jklahre@fwv-us.com](mailto:jklahre@fwv-us.com)

919-277-1195

**Hood River Distillers, Inc. Honors Armed Forces With 2016 Pendleton® Whisky  
Limited Edition Bottle**

*Portion of proceeds to benefit Paralyzed Veterans of America*

**HOOD RIVER, Ore. (April 7, 2016)** – Hood River Distillers, Inc., the largest and oldest importer, distiller, producer and bottler of distilled spirits in the Northwest, today announced the release of a 2016 Pendleton® Whisky Limited Edition bottle that honors the integrity and patriotism of those who serve, and have served, in the United States Armed Forces.

A portion of the Limited Edition bottle proceeds will benefit programming for [Paralyzed Veterans of America \(PVA\)](#), a charitable partner of the Wrangler® National Patriot™ program. The concept for the bottle design was provided by Noah Currier, a paralyzed Marine Corps veteran and PVA member. After suffering a spinal cord injury following his service in Iraq, Currier joined PVA and later founded his own design company to help raise funds for paralyzed veterans. He attributes his recovery and success to PVA.

“For the second year in a row, we are proud to offer a Pendleton Whisky Limited Edition bottle that salutes veterans who have dedicated their lives to serving our country,” said Tia Bledsoe, senior brand manager, Hood River Distillers. “We appreciate our partnership with the Wrangler National Patriot program and look forward to working with Paralyzed Veterans of America to raise awareness and funds for our nation’s paralyzed servicemen and women.”

Founded in 1946, Paralyzed Veterans of America is now the nation’s leading advocate for paralyzed servicemen and women in the United States. PVA works to ensure veterans receive the benefits earned from their military service through spinal cord injury research funding, advocacy, job placement, recreational rehabilitation services, health care and adaptive sports programming.

“Americans across the country are eager to give back to our military heroes,” said Al Kovach, Jr., a retired Navy SEAL and national president of Paralyzed Veterans of America. “This partnership with Pendleton Whisky allows us to provide benefits, services and resources to over 60,000 veterans, their families and caregivers.”

Hood River Distillers introduced its first Pendleton Whisky Limited Edition bottle in 2015 to salute honorable men and women who serve, and have served, in the Armed Forces. A portion of the funds from the 2015 Limited Edition bottle were presented to the Wrangler National Patriot program at the 105<sup>th</sup> Pendleton Round-Up, which benefited Horses For Heroes – Cowboy Up!, a horsemanship, wellness and Skill Set Restructuring program free to Iraq and Afghanistan veterans and active military members. The organization has since put the donation toward the construction of an indoor arena to maximize training

capabilities throughout the year. Named the Pendleton Patriot Arena, the new facility will likely be completed by early July.

The Limited Edition bottle will be available at spirits retailers throughout the country beginning May 2016, with a suggested retail price of \$26.95 (750 ml). The bottle was manufactured by Owens-Illinois, Inc. (O-I), the world's largest glass container manufacturer.

For more information on how to purchase the 2016 bottle, or Pendleton Whisky's partnership with Paralyzed Veterans of America, visit [www.pendletonwhisky.com](http://www.pendletonwhisky.com). For more news from Pendleton Whisky, visit the brand on [Facebook](#), [Twitter](#) or [Instagram](#).

### ***About Pendleton Whisky***

*Pendleton® Whisky is imported, bottled and marketed by Hood River Distillers of Hood River, Ore., and is available nationwide. The oak barrel-aged whisky uses glacier-fed spring water from Oregon's Mt. Hood and is known for its uncommonly smooth taste and rich, complex flavor. Pendleton Whisky is the official spirit of the Professional Rodeo Cowboys Association (PRCA), and the presenting sponsor of the All American ProRodeo Series, which includes 400-plus PRCA rodeos.*

### ***About Hood River Distillers***

*Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest's largest and oldest importer, distiller, producer, bottler, and marketer of distilled spirits. Pendleton® Whisky, Pendleton® 1910 Rye Whisky, Pendleton® Midnight Whisky, Trail's End® Kentucky Straight Bourbon Whiskey finished with Oregon Oak, Sinfire® Cinnamon Whisky, Yazi® Ginger Vodka, ULLR® Nordic Libation, HRD® Vodka, Lucid® Absinthe Supérieure, the complete line of Monarch® distilled spirits and the Clear Creek Distillery portfolio are just a few of the company's brands distributed across the country. Hood River Distillers is a member of the Foundation for Advancing Alcohol Responsibility and promotes responsible drinking habits. For more information, visit [www.hrdspirits.com](http://www.hrdspirits.com).*

### ***About Paralyzed Veterans of America***

*Paralyzed Veterans of America is the only congressionally chartered veterans service organization dedicated solely for the benefit and representation of veterans with spinal cord injury or disease. For nearly 70 years, Paralyzed Veterans has ensured that veterans have received the benefits earned through their service to our nation, monitored their care in VA spinal cord injury units, and funded research and education in the search for a cure and improved care for individuals with paralysis. As a partner for life, Paralyzed Veterans also develops training and career services, works to ensure accessibility in public buildings and spaces, provides health and rehabilitation opportunities through sports and recreation, and advocates for veterans and all people with disabilities. With more than 70 offices and 34 chapters, Paralyzed Veterans of America serves veterans, their families and their caregivers in all 50 states, the District of Columbia and Puerto Rico. For more information, visit [www.pva.org](http://www.pva.org).*

### ***About Wrangler National Patriot Program***

*Founded in 2009, the Wrangler National Patriot program is a year-round campaign developed to help raise awareness and funds to support American military veterans and their families and to serve as inspiration for all Americans to rally around each other in patriotism. A portion of all Wrangler National Patriot apparel proceeds also benefit this cause. For more information, visit [www.wranglernationalpatriot.com](http://www.wranglernationalpatriot.com).*

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