



For Immediate Release: April 1, 2020
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C.H.E.E.R.S. WISCONSIN

(Madison) To help their over 5000 members struggling through this unprecedented time, the Tavern League of Wisconsin announces the creation of C.H.E.E.R.S. Wisconsin. C.H.E.E.R.S. stands for Communities Helping Empower Employers to Remain Successful.

Statement of TLW President Chris Marsicano

Instead of celebrating St. Patrick's Day with a crowded bar and green beer, our Members were forced to lock their doors. It was a punch to the gut for the hospitality industry. We understand the importance of doing our part to protect our friends, family, customers and employees from the coronavirus, but that doesn't pay the bills.

Our Members are usually the ones organizing a community fundraiser for those in need. Last year we helped to raise \$13 million for local and state charities. Today many of our Members aren't certain what their future holds. We are launching C.H.E.E.R.S. Wisconsin to help our members bridge the gap between this closure and the day we can reopen.

The Mom and Pop tavern is unique to Wisconsin. Wisconsin taverns employ thousands and are critical to our state's economy. Many of the world's problems are routinely solved in the cozy environs of a Wisconsin tavern. Employees depend on the jobs we provide to help pay for college or to raise a family.

We will get through this challenging time. To help ensure all our Members are able to open their doors, we encourage our friends to contribute to C.H.E.E.R.S. Wisconsin.

TLW President Chris Marsicano and his brother Dave own The Village Supper Club in Delavan, WI. The Village Supper Club was founded in 1966 by Nick and Doris Marsicano.

Mission Statement of C.H.E.E.R.S. Wisconsin

All contributions to C.H.E.E.R.S. Wisconsin will be donated directly to Tavern League of Wisconsin members who were in good standing as of March 1, 2020. Monies will be distributed equally 30 days after the executive order expires.

To contribute please click <http://www.tlw.org/cheers>

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