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**PRESS RELEASE FOR IMMEDIATE RELEASE**

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**La Crosse Distilling Co. Reopens and Donates to Non-Profits Supporting Our Community**

(LA CROSSE, WISCONSIN, 06/09/2020) On Wednesday June, 10<sup>th</sup> La Crosse Distilling Co. will open their doors and welcome customers back to the tasting room offering full cocktail and food menus.

Co-owner of La Crosse Distilling Co., Chads Staehly states “We are opening our doors to the public for the first time in three months. No matter what we face - a global pandemic, racial inequality, or ongoing environmental damage, we know we are stronger together. We want our community to know we are listening, we support you.”

La Crosse Distilling Co. kept busy during the shutdown shifting production from spirits to hand sanitizer, launching a community-based donation effort while hosting a community donation day in 5 locations across the county. After a highly successful donation drive, LCDC pivoted their community outreach effort to focus on making available large volume options to essential businesses and non-profits resulting in donations to over 175 essential organizations across the Driftless Region including first responders, elderly facilities, hospitals, etc.

A GoFundMe page was created after numerous requests from people in the community to donate to the effort. Because LCDC had committed to funding the donation efforts themselves, they have decided to donate the collected funds to organizations supporting a healthy pathway forward with programs addressing the ongoing impacts of COVID-19.

La Crosse Distilling Founder, Nick Weber states “Our mission to provide hand sanitizer is a donation effort on behalf of the distillery. We are overwhelmed by the outpouring of support from our community and would like to thank you by passing along your donations to organizations in need of funding.”

A donation will be made to St. Clare Health Mission, our region’s free health clinic and pharmacy located in La Crosse seeking to elevate the health and wellbeing of uninsured community members. LCDC will also sponsor one displaced family as a part of The Salvation Army’s homeless prevention program providing emergency assistance to those at risk of losing their homes during a time of crisis.

As La Crosse Distilling Co. welcomes the public back, they will ensure safety of their staff and guests by implementing the following:

- Limited capacity with 6 ft between all groups
- No tables of more than 6 guests
- All staff will wear facemasks and have their temperatures checked at the beginning of each shift.
- All tables and chairs will be fully sanitized after each seating

Please check the La Crosse Distillery Co’s website for hours of operation, [www.lacrossedistilling.co](http://www.lacrossedistilling.co).

Nestled on the banks of the Mississippi River in western Wisconsin, La Crosse is at the heart of the Driftless Region. During the last Ice Age, when the surrounding land was scraped flat by glaciers, this area remained untouched, creating a unique bioregion. La Crosse Distilling Co. was created to capture the heart and history of this region while producing handcrafted field-to-glass spirits.

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