



IMMEDIATE RELEASE

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Early Times Kentucky Whisky and K9s For Warriors Team Up to Launch the “Reinforcement Fund”

Early Times Will Match \$25,000 in Donations to Kick-Start Fundraising

January 16, 2018 (Louisville, KY) - Early Times Kentucky Whisky and K9s For Warriors have once again joined forces to launch the “Reinforcement Fund,” a fund dedicated to emergency veterinary costs for service canines to ensure they continue providing life-saving support for military veterans suffering from PTSD. Early Times will match donations up to \$25,000 beginning this month to kick-start fundraising efforts.

The creation of the fund stems from an ongoing partnership between Early Times and K9s For Warriors, the largest nonprofit organization committed to training service canines for military veterans suffering from PTSD, traumatic brain injury, and other trauma resulting from military service. Inspired by “Reinforcements,” an award-winning documentary film produced by Early Times which follows the transformational journey of a retired Army Corporal struggling with PTSD, the fund aims to raise awareness of the vital need to provide veterans with resources to keep their service canines healthy.

“Many of us at Early Times come from military families and have a deep respect for those Americans that have served our country,” said Dallas Cheatham, Senior Brand Manager for Early Times. “We wanted to find a way to show our appreciation and supporting K9s For Warriors brings to life our desire to help veterans, and the dogs they adopt, have better lives.”

Beginning this month, friends of Early Times and K9s For Warriors are invited to “Text-to-Donate” using keyword **ETWARRIOR** to **68405**. Texters will receive a unique link to the “Reinforcement Fund” mobile donation page, where they can make a donation of their choosing. Early Times will match dollar for dollar, up to \$25,000 to support the cause.

“We are sincerely grateful to Early Times for their partnership and for launching this initiative,”

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Early Times Distillery Co., Kentucky Whisky, 40% Alc./Vol., Louisville KY ©2018

said Tahoma Guiry, Chief Marketing Officer for K9s For Warriors. “The proceeds from the fund will be a saving grace to our warriors who need critical care for their service dogs.”

For other ways to donate or to learn more about the fund, please visit <https://www.k9sforwarriors.org/reinforcement-fund>. For more information, please contact Kasey Allgeier at kasey_allgeier@b-f.com or (614) 204-8007.

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About Early Times Kentucky Whisky:

From a rich history dating back to 1860, Early Times continues to use the same process of distilling, using crystal clear Kentucky water, select grains, and a special yeast. Early Times is matured in oak barrels to give it special smoothness and flavor. The Brown-Forman Company acquired Early Times in 1923. Today its smoothness is savored in over 40 countries. Visit www.earlytimes.com or Early Times’ [Facebook](#) page to learn more.

About K9 For Warriors:

K9s For Warriors was founded in 2011 by Shari Duval. After her son Brett returned home as a contractor from Iraq with Post-Traumatic Stress Disability, Duval recognized there was a need to innovatively and effectively treat the devastating epidemic. What started out as an idea developed into a passionate nonprofit organization committed to saving the lives of rescue dogs and military heroes alike. Since 9/11, there have been 130,000 veteran suicides (22 lives lost a day to PTSD). Through a three-week, live-in training program – at no cost to the veteran – K9s For Warriors graduates are able to return to civilian life with dignity and independence while reducing their risk for suicide. The mission of K9s For Warriors is to stop these 22 daily suicides altogether.

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