



## **MEDIA CONTACT**

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### **Columbia Distributing's Springfield Branch raises over \$77,000 for St. Jude Children's Research Hospital® during 'spooktacular' annual fall fundraiser**

**Springfield, OR – December 12, 2016** – In its 13<sup>th</sup> year of participating in MillerCoors' St. Jude Halloween Promotion to benefit [St. Jude Children's Research Hospital®](#), the Springfield, Oregon branch of [Columbia Distributing](#) reached an all-time record of \$77,200 in funds raised. With the help of local restaurants, the donation is 30% larger than last year, and brings the distributor's 13-year total raised for St. Jude's to \$382,000.

"Our community stepped up and made this happen," said Don Carter, General Manager for Columbia Distributing's Springfield Branch. "A special thank you to our partners at Bugsy's in Junction City, Quacker's Last Stop in Eugene, The Pink Elephant Tavern in Salem, GameTime Sports Bar & Grill in Lebanon and the Mohawk Tavern in Springfield. Each contributed thousands of dollars. We're so proud to continue our support of St. Jude Children's Research Hospital."

During the month of October, participating restaurants, convenience stores, grocery stores and retail locations asked customers to donate at the register to support the hospital's lifesaving mission of finding cures and saving children. In exchange for contributing \$1 or more, patrons received a ghoulish Halloween-themed pinup donning a frightfully charming St. Jude patient to personalize and display in the store.

Treatments invented at St. Jude Children's Research Hospital has helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since the hospital opened more than 50 years ago. Because of fundraisers like the St. Jude Halloween Promotion, families never receive a bill from St. Jude for treatment, travel, housing or food - because St. Jude believes all a family should worry about is helping their child live.

To learn more about the St. Jude Halloween Promotion, visit [stjude.org/halloween](http://stjude.org/halloween).

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## **About Columbia Distributing**

Columbia Distributing is one of the nation's finest beer, cider and non-alcoholic beverage distributors. Headquartered in Portland, Oregon, the company has distributed some of the best

known brands in the beverage business since 1935. Today Columbia Distributing and its 3,000+ employees service over 20,000 retail customers covering more than 135,000 square miles in Oregon, Washington and California. The company's success is based on the deep-rooted tradition of delivering quality products, timely service and a genuine concern for customers' needs. This is achieved by providing ongoing, sustainable opportunities and growth for its employees, customers, suppliers, shareholders and communities. For more information on Columbia Distributing, please visit [www.coldist.com](http://www.coldist.com).

### **About MillerCoors**

Through its diverse collection of storied breweries, MillerCoors brings American beer drinkers an unmatched selection of the highest quality beers steeped in centuries of brewing heritage. Miller Brewing Company and Coors Brewing Company offer domestic favorites such as Coors Light, Miller Lite, Miller High Life and Coors Banquet. Tenth and Blake Beer Company, our craft and import division, offers beers such as Leinenkugel's Summer Shandy from sixth-generation Jacob Leinenkugel Brewing Company and Blue Moon Belgian White from modern craft pioneer Blue Moon Brewing Company, which celebrates its 20th Anniversary this year. Tenth and Blake also operates Crispin Cidery, an artisanal maker of pear and apple ciders using fresh-pressed American juice. The company imports world-renowned beers such as Italy's Peroni Nastro Azzurro, the Czech Republic's Pilsner Urquell and the Netherlands' Grolsch. MillerCoors also offers pioneering new brands such as the Redd's franchise, Redd's Wicked and Smith & Forge Hard Cider. MillerCoors seeks to become America's best beer company through an uncompromising promise of quality, a keen focus on innovation and a deep commitment to sustainability. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company. Learn more at [MillerCoors.com](http://MillerCoors.com), at [facebook.com/MillerCoors](https://facebook.com/MillerCoors) or on Twitter through [@MillerCoors](https://twitter.com/MillerCoors).

### **About St. Jude Children's Research Hospital®**

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since the hospital opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent, and we won't stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting [stjude.org](http://stjude.org), liking St. Jude on Facebook ([facebook.com/stjude](https://facebook.com/stjude)) and following us on Twitter ([@stjude](https://twitter.com/stjude)).