

TAVERN LEAGUE OF WISCONSIN

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May is Tavern Month!

Thousands Receive Help through the Generosity of Tavern League of Wisconsin Members

FOR IMMEDIATE RELEASE -- Tavern League of Wisconsin member-businesses are gathering places for many communities throughout Wisconsin. “When these hardworking tavern owners join forces with their customers to support good causes, the results are incredible,” says Tavern League of Wisconsin Executive Director Pete Madland.

This community-minded spirit is evident in a report just released by the Tavern League. It shows members overall donated more than \$12 million to 15,000 charities in 2017. The list of fundraising events is long, and the beneficiaries are organizations as varied as the American Cancer Society, Fisher House Wisconsin, Special Olympics, United Way, and the Make-A-Wish Foundation, or local entities such as community food pantries, clothing drives, domestic violence awareness programs, families battling illness or those recovering from accidents.

Tavern League Members make it a priority to support their local communities through their fundraising efforts. Giving back is not a chore or another task on a list, but an intentional effort to make a difference where they live and work, while also shining a positive light on an industry constantly under scrutiny.

“Whether it’s providing jobs, paying taxes or donating to charities, members of the Tavern League of Wisconsin show they are truly friends and neighbors, helping friends and neighbors,” Madland says. “We hope friends and neighbors will stop in a TLW-member establishment, and raise a glass to their continued success, and unyielding generosity,” he adds.

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About the Tavern League of Wisconsin: The Tavern League of Wisconsin is a non-profit trade association dedicated to serving the needs of the retail beverage alcohol segment of the hospitality industry in the State of Wisconsin. The League exists to provide services to members that are not available to them as individuals and to use the collective strength of its membership to accomplish, as a group, goals that cannot be accomplished alone. The League provides their members with services such as legislative and governmental relations, legal information, education services and promotes the industry on behalf of its membership. For more information: www.tlw.org