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TO: National Executive Committee
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National Headquarters Employees

FROM: Barry A. Jesinoski, National Adjutant

DATE: June 24, 2024

SUBJECT: Barleycorn's "Valiant" American Amber Ale Campaign - Updated

I'm pleased to announce that Barleycorn's will partner with DAV this summer to help support our programs and services for veterans and their families. Barleycorn's is a nearly 50-year old brand that is now owned and operated by One Holland Restaurant Group, an organization with over 55 restaurants in the Tri-State area including Skyline Chili, Dunkin', Greyhound Tavern, LaRosa's, and more.

Starting June 28, 2024 until supply is sold out, Barleycorn's will offer a special DAV beer, the "Valiant" American Amber Ale, and donate ten percent of all "Valiant" beer sales to DAV. Additionally, Barleycorn's will host Tap Parties on Friday, June 28 at each of their four Kentucky locations in Cold Spring, Florence, Lakeside Park, and Wilder to celebrate the launch of the "Valiant" beer. Ten percent of all food and drink sales from the Tap Parties (4 p.m. to close) will be donated to DAV.

If you visit any of Barleycorn's locations this summer, please thank them for their support of DAV, our mission and our veterans.

Thank you for helping us establish this positive relationship with Barleycorn's and for all you do every day.

Barry A. Jesinoski
National Adjutant

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