



FOR IMMEDIATE RELEASE  
February 1<sup>st</sup>, 2007

Contact: Dan Lyons, dan@lyonspr.com  
(301) 942-1306

## **Hook & Ladder Brewing Co. Moves Into Richmond**

*Local brewer teams with a Richmond distributor to “Put a Penny in Every Pint” for Firefighters*

**Silver Spring, MD**—Richmond’s newest beer benefits more than your belly. **Hook & Ladder Brewing Company**, the beer company that was founded by a Maryland firefighter, donates a portion of all proceeds to help local burn victims, and makes two distinct award-winning beers, has landed in Richmond.

Hook & Ladder, based in Silver Spring, Maryland, recently teamed with Richmond’s Brown Distributing Company to distribute their award-winning beers at bars and restaurants in the area. Together, they will be making regular contributions to the Old Dominion Professional Firefighters Burn Foundation, a non-profit organization dedicated to assisting in the recovery and rehabilitation of injured firefighters and burn patients in the Richmond area. In 2006, H&L raised over \$10,000 for local burn foundations through its “*Penny In Every Pint*” give-back program.

"We've been hearing great things about Hook & Ladder from distributors in the DC area for quite a while," says Jim Gann, Director of Sales, at Brown Distributing Company. "With the combination of their reputation and their involvement with the firefighter community, we knew we had to get them in Richmond area."

Over 100 establishments around the Washington/Baltimore/Northern Virginia area now serve H&L beers.. Hook & Ladder features two draft beers—recognizable in bars and restaurants by its signature firefighter ax tap handle—The Great American Beer Festival Gold Medal winning “Golden Ale” and “Backdraft Brown”. For a list of establishments that carry Hook & Ladder visit [www.hookandladderbeer.com/bars.jsp](http://www.hookandladderbeer.com/bars.jsp).

“Virginia is for lovers—beer lovers that is,” says H&L CEO Matt Fleischer. “We’ve had numerous inquiries over the past year from H&L fans trying to find out when they could get our product in Richmond, and we’re happy to finally make that happen.”

### **About Hook and Ladder Brewing Co.**

Headquartered in Silver Spring, MD, Hook & Ladder Brewing Co. ([www.hookandladderbeer.com](http://www.hookandladderbeer.com)) was founded in 1999 in San Francisco by brothers Rich and Matt Fleischer. The brew quickly gained a following in local bars, and soon won the prestigious gold medal in the American-style Wheat Category at the Great American Beer Festival, beating out 53 brewers around the country. With a gold medal and successful business concept, the brothers moved Hook & Ladder back to their Maryland roots and set-up home base in Silver Spring, Maryland. In just over a year, Hook & Ladder brews have gained a large presence in the Washington, DC and Baltimore metro areas.

###