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**COORS LIGHT TO CELEBRATE 50TH ANNIVERSARY OF
KEEP TEXAS BEAUTIFUL WITH MAJOR DONATION**

Brand to Give Five Cents for Every Silver Bullet Sold in Texas Bars from June Through August

CHICAGO (June 7, 2017) – As part of its nationwide EveryOneCan program, Coors Light will donate five cents to Keep Texas Beautiful for every Silver Bullet served in participating Texas bars through August 31, 2017. The donation, potentially as much as \$100,000, commemorates the organization’s 50th anniversary.

EveryOneCan is a national program built on the principle that everyone, from brewers to bartenders to consumers, can and should strive to practice environmental stewardship. This Texas-based extension of the initiative enables drinkers to contribute to the beautification of Texas through the Keep Texas Beautiful donation. The donation will total anywhere from \$25,000 to \$100,000, depending on sales.

“As we tell people to make more sustainable choices, it’s important that we make it easy for our drinkers to do so,” said Heather Killebrew, field marketing director for MillerCoors Central region. “With this program, drinkers are able to make a sustainable choice and help Keep Texas Beautiful, literally and figuratively, just by buying Coors Light at their local bars.”

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“We admire Coors Light for leading in sustainable brewing efforts and are grateful for their donation to help Keep Texas Beautiful,” said Suzanne Kho, Keep Texas Beautiful’s executive director. “It’s always fun when we can incentivize people with ‘go enjoy a beer and help us out.’ This will go a long way in helping us continue to reduce waste, clean up litter and beautify our great state.”

In addition to this donation, the national EveryOneCan program includes a partnership with TerraCycle, the global leader in collecting and repurposing hard-to-recycle waste. Working with TerraCycle and other partners, Coors Light will reduce environmental impact in a variety of ways, including rewarding consumers with cooler bags made from recycled vinyl advertisements and grills made from recycled kegs.

This recycling initiative is the most recent addition to The World’s Most Refreshing Beer’s history of innovation in energy, waste reduction and waste conservation. In addition to cutting its aluminum usage by 3.8 million pounds in 2016, Coors Light has built the most powerful U.S. solar array at any one brewery, in Irwindale, Calif., which can produce the equivalent of 22 million beers per year powered by the sun.

For more information about the sustainability efforts being made by Coors Light, visit CoorsLight.com, [Facebook.com/CoorsLight](https://www.facebook.com/CoorsLight), [@CoorsLight](https://twitter.com/CoorsLight) on Twitter and [YouTube.com/CoorsLight](https://www.youtube.com/CoorsLight).

About Coors Brewing Company

Coors Brewing Company was founded in 1873 by Adolph Coors, who chose the Clear Creek Valley in Golden, Colo., for his new brewery because of the pure water in the nearby Rocky Mountain springs. The brewery’s original and most enduring beer is Coors Banquet (Coors.com, [Facebook.com/CoorsBanquet](https://www.facebook.com/CoorsBanquet), [YouTube.com/OfficialCoorsBanquet](https://www.youtube.com/OfficialCoorsBanquet)), still brewed exclusively in Golden using only Rocky Mountain water and high-country barley. Coors Light (CoorsLight.com, [Facebook.com/CoorsLight](https://www.facebook.com/CoorsLight), [@CoorsLight](https://twitter.com/CoorsLight) on Twitter, [YouTube.com/CoorsLight](https://www.youtube.com/CoorsLight)) was introduced in 1978 and now is the second-best-selling beer in the United States. Triple-filtered smooth Keystone Light (KeystoneLight.com, [Facebook.com/KeystoneLight](https://www.facebook.com/KeystoneLight)) is one the country’s most popular economy beers. Coors Brewing Company is part of MillerCoors, the U.S. business unit of the Molson Coors Brewing Company. Learn more at MillerCoors.com, at [Facebook.com/MillerCoors](https://www.facebook.com/MillerCoors) or on Twitter through [@MillerCoors](https://twitter.com/MillerCoors).

Coors Light Sustainability
June 7, 2017
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About Keep Texas Beautiful

Keep Texas Beautiful (KTB) is a statewide 501(c)3 nonprofit dedicated to beautifying and improving community environments through programming and education; we address the areas of litter prevention, community beautification and waste reduction. We work with affiliate communities, government agencies, businesses, civic groups, and volunteers to ensure that every Texan has the opportunity to make Texas the cleanest, most beautiful state in the nation. KTB is also a certified state affiliate of Keep America Beautiful. 2017 is the 50th Anniversary of KTB. www.ktb.org

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