



## **KATCEF BROTHERS & ANNAPOLIS GREEN JOIN STELLA ARTOIS AND WATER.ORG TO HELP END THE GLOBAL WATER CRISIS**

Stella Artois and Water.org bring the “Buy A Lady A Drink” campaign to Annapolis

**FOR IMMEDIATE RELEASE**  
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ANNAPOLIS, MD – On April 12<sup>th</sup> from 5:30-7:30, at the beautiful vantage point of the *Annapolis Maritime Museum*, **Annapolis Green** and **Katcef Brothers**, and invited guests will join Stella Artois and Water.org to reintroduce the Buy A Lady A Drink campaign to the *local* community to get involved in the effort to help end the *global* water crisis. Together they will focus on the *global perspective* but together will take *local action*. For each Limited-Edition Stella Artois Chalice purchased, Water.org will help provide five years of clean water to one person in the developing world, and Annapolis Green, with the help of Katcef Brothers, has committed to **200** chalices which equates to **1,000** years of clean water for **200** people in need.”

The “Buy A Lady A Drink” campaign was first launched in 2015, leveraging Stella Artois’ global footprint to raise awareness and spark consumer action to address the critical water crisis issue. This year, the brand announced a four-year commitment with water.org to help provide 3.5 million people with long-term, sustainable access to clean water by 2020.

“We’re honored to be joining forces again with Katcef Brothers and Stella Artois, a premier global brand that has stepped up to support Water.org and help us raise awareness of the worldwide water crisis,” said Elvia Thompson, President and Co-founder of Annapolis Green. “Our Green Drinks event helps us bring attention to what we take for granted – the importance of clean water to our Chesapeake Bay ecology and heritage while taking action on a global problem.”

“We are extremely proud to join Stella Artois in supporting this important cause,” said Neal Katcef, President of Katcef Brothers, Inc., the Annapolis Anheuser-Busch Wholesaler which has been in business in Maryland for over 80 years. “We have always been a business focused on giving back to our community, and we’re honored to help be the generation to end the global water crisis. I hope we can inspire others in Annapolis to get involved in this great effort!”

This year Stella Artois releases a new set of Limited-Edition Chalices designed by three influential artists from Cambodia, Brazil and Uganda. Each design reflects the artist’s experience and interpretation of the global water crisis in their country and represents one of the countries where Water.org provides support.

The Green Drinks event at the Annapolis Maritime Museum on Wednesday, April 12<sup>th</sup> from 5:30pm to 7:30pm, will feature Stella Artois and Stella Artois Cidre, appetizers from Julie St. Marie Catering and Event Coordination, and a Stella Artois “Buy A Lady A Drink” Chalice keepsake of your choice upon arrival – all for admission of \$13 per person. As always, enjoy responsibly.

**About “Buy A Lady A Drink”**

Water is a fundamental human need, yet 663 million people live without access to safe water. Water is also the foundation of Stella Artois and has helped the brand build its 600-year brewing legacy. This year, Stella Artois reaffirmed its commitment to ending the global water crisis with a multi-year extension of its partnership with Water.org and their “Buy A Lady A Drink” campaign to help provide clean water for people in the developing world.

One in 10 people in the developing world lack access to safe water. This problem disproportionately affects women and children, who spend millions of hours a day collecting water instead of working, caring for family or attending school.

Since the launch of the “Buy A Lady A Drink” campaign, Stella Artois has helped provide more than 800,000 people in the developing world with access to five years of clean water through the sale of more than 225,000 Limited-Edition Chalice, and by directly donating more than \$3 million to Water.org. To help demonstrate the impact, this year’s campaign will feature a short online documentary film titled “Elizabeth’s Dream,” the story of a young Kenyan woman whose life was transformed when access to clean water was established in her village.

#### **About Stella Artois**

Stella Artois® is part of a Belgian brewing tradition dating back to 1366. It is the No. 1 Belgian beer in the world and is present in over 80 countries. Stella Artois® is a bottom filtered, blonde pilsner. It is thirst quenching with a malty middle and crisp finish delivering a full flavor and a hint of bitterness. Stella Artois® is best enjoyed served between 3 and 5 degree Celsius and should be served in the unique Stella Artois® Chalice according to the 9-Step Pouring Ritual to guarantee a perfect experience of this gold standard lager. Visit [www.stellaartois.com](http://www.stellaartois.com) for more information.

#### **About Water.org**

For more than 20 years, Water.org has been at the forefront of developing and delivering solutions to the global water crisis. Founded by Gary White and Matt Damon, Water.org pioneers innovative, community-driven and market-based initiatives to ensure all people have access to safe water and sanitation -- giving women hope, children health and communities a future. To date, Water.org has positively transformed the lives of more than 2 million people around the world, ensuring a better life for generations ahead. Learn more at <http://water.org> and [www.facebook.com/water](http://www.facebook.com/water).

#### **About Annapolis Green**

Green Drinks is an initiative of Annapolis Green, a local non-profit whose mission is to connect, inform, and inspire Annapolis residents, organizations, and businesses to care for the environment, live more responsibly and create a more beautiful and thriving community. Now in its 11<sup>th</sup> year, the intent of Green Drinks Annapolis is to gather the eco-minded from all walks of life to meet in person, exchange information, meet new people and learn something new. Everyone is welcome. More information: <http://annapolisgreen.com>.

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