



January 4, 2010

Dear Organization Representative,

The Great Northern Brewing Company is kicking off the new year with a new focus - local non-profit organizations of the Flathead Valley. Here at the Great Northern Brewery the need to give back to the community is understood, so we have come up with a modest approach that will hopefully make a difference.

Starting January 2011, we will host a monthly night called **Pints with Purpose**. On a chosen night, once a month, \$1 of each pint sold at the Black Star Draught House (the bar within the Great Northern Brewery's facility) will be donated to a featured organization.

Each month, a pool of Great Northern Brewing Company employees will select a non-profit organization. The selection process is based on need and a variety of different factors. Our hope is to get the community involved and excited about helping each organization chosen, as well as bring awareness to community needs. **Pints with Purpose** will be a simple gathering - people drinking pints at the Black Star Draught House for a good cause. Nothing more, nothing less. Our marketing strategies to cultivate excitement about **Pints with Purpose** will be via social media (i.e. Facebook, Twitter), posters, and our current connections within the community.

If you think that this is something your organization would like to be a part of, please fill out the attached form and send it back to us in the postmarked envelope enclosed. In order to learn more about the Great Northern Brewing Company, we encourage you to visit our website or "Like" us on Facebook. For further questions or comments, please contact Jessica Lucey at jessica@greatnorthernbrewing.com or 406.863.1000 ext. 2.

We hope that we can help your organization, one pint at a time!

Sincerely,

Marcus Duffey
General Manager

