



For Immediate Release

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***Bronze Thunder Twins IPA* beer & fundraising campaign pays homage to Negro Leagues Baseball Legends Josh Gibson and “Buck” Leonard 80 years after their first World Series title and 50 years after their historic Hall of Fame Induction**

In the spring of 1943, legendary slugger Josh Gibson and team captain Walter “Buck” Leonard were preparing to lead the great Homestead Grays to the first of Back-to-Back Negro Leagues Baseball World Series Crowns. The “Dynamic Duo” of the trailblazing Negro Leagues bashed their way into the record books while anchoring a star-laden lineup.

80 years later, the Josh Gibson Foundation and Buck Leonard Association have joined forces with trailblazers of the craft beer industry to celebrate the history of Negro Leagues baseball through the *Thunderous* legend of two of its first Hall of Famers.

Bronze Thunder Twins IPA is an all-star collaboration between the Gibson and Leonard Families, the Harlem and Métier Brewing Companies, and Yakima Chief Hops. The hall-of-fame IPA recipe and interactive marketing materials are available to craft breweries around the world through November as part of a global awareness and fundraising campaign.

Through project sponsor Yakima Chief Hops, our message will reach over 9,000 breweries around the world, with participating breweries donating a minimum of \$1 per pint sold of *Bronze Thunder Twins IPA*.

Funds raised by the project will directly benefit key capital development projects and the inner-city youth educational enrichment and athletics programs of the Josh Gibson Foundation of Pittsburgh, PA, and the Buck Leonard Association for Sports and Human Enrichment of Rocky Mount, NC.

Through the common threads of Beer and Baseball the story of the Negro Leagues and the Thunder Twins will be brought to life inside partner breweries with the help of Augmented Reality, artwork, fun facts, and history.

Recruitment of partner breweries is being led by trailblazer Celeste Beatty of Harlem Brewing Company. In 2001, she became the first African American woman brewer to launch a commercially distributed beer brand. She has used her influence to help open doors for a new generation of BIPOC brewers.

Beer sales are scheduled to begin on May 2nd, which will mark the 103-year anniversary of the first game played in the Negro National League. Celebrations are being planned on the East coast and in Seattle, at *Steelheads Alley Taproom* – a collaboration between the Seattle Mariners and Métier Brewing Company that pays homage to Seattle’s Black baseball pioneers and heroes.

Learn more about the Thunder Twins and the project at

THUNDERTWINSBEER.COM

Please Drink Responsibly



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Project Founders



Josh Gibson Foundation

The Josh Gibson Foundation of Pittsburgh believes in the endless possibilities for potential in today's youth. By providing academic and athletic programs that foster leadership and scholarship, the skills necessary for tomorrow's successes are created today. We carry on Hall of Famer Josh Gibson's legacy of greatness and accomplishment by developing programs that help children of every level of ability reach their potential, and by creating opportunities and value for our community.



Buck Leonard Association

Established by family in 1999 to help organize and manage a youth baseball league, the Buck Leonard Association for Sports and Human Enrichment (BLASHE) has evolved into an organization that engages and empowers children and families of Rocky Mount, North Carolina. Under the banner of "Play, Explore and Preserve" the organization offers a diverse program of activities for children of low wealth families. Including RBI Baseball, STEAM Education and community preservation projects.



Harlem Brewing Company

Founded in 2000 by entrepreneur and brewing pioneer Celeste Beatty, Harlem Brewing Company (HBC) creates living beers that are inspired by great people and great communities. Our Award-Winning beers are sold internationally and have been featured on MSNBC, Forbes Magazine, FOX News, New Brewer, Draft, People, and Ebony. In 2018, HBC launched Harlem Brew South, located in Buck Leonard's hometown of Rocky Mount, North Carolina. In 2001, Beatty became the first African American woman brewer to launch a commercially distributed beer brand. She has used her influence to help open doors for a new generation of BIPOC brewers.

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