



**NEWS RELEASE
FOR IMMEDIATE RELEASE**
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LEINENKUGEL BREWS BEER TO HELP FUND THE CONSTRUCTION OF NEWEST WAR MEMO- RIAL IN WASHINGTON D.C.

The Jacob Leinenkugel Brewing Company in Chippewa Falls, WI is brewing a beer to help fund the construction of the National Desert Storm and Desert Shield Memorial in Washington D.C.

Washington, D.C. - The National Desert Storm Memorial Association (NDSMA) is pleased to announce Leinenkugel's release of "Capt Jack".

Captain Jonathan R. Edwards (Capt Jack) was KIA on Feb 2, 1991 during Operation Desert Storm. Capt Jack's daughter, Adriane Hodges, will be present in Chippewa Falls when the beer, named after her father, releases to the local public.

RELEASE DETAILS

DATE: Tuesday, Sept 13, 2022

TIME: 2 - 6 pm

LOCATION: Leinie Lodge, 124 East Elm Street, Chippewa Falls, WI 54729

"The Leinenkugel family is delighted to support our active-duty military and veterans", said current brewery president and Marine Corps veteran, Dick Leinenkugel. "My father, Bill, served in the South Pacific as a Marine in World War II, and my brother, Jake, and two of his sons, Matt and C.J. served in the Marines. We are proud to brew Captain Jack beer and support efforts to build the Desert Storm memorial to honor all who served in the war."

Scott C. Stump, CEO and President of the NDSMA said, "On behalf of the National Desert Storm Memorial Association I would like to extend my sincere appreciation to the Leinenkugel Brewery for brewing and releasing "Captain Jack". This huge undertaking shows a great deal of support and commitment to not just constructing the National Desert Storm and Desert Shield Memorial in Washington, but also honors and remembers Captain Jack and all of the Veterans who served back in 1990-91."

In 1991, the United States of America sent a powerful message of international unity and cooperation to Saddam Hussein by opposing and ejecting Iraq's occupying forces and liberating the peaceful nation of Kuwait. The mission, undertaken by the United States Armed Forces during Operation Desert Storm and Desert Shield was a remarkable example of American leadership, values, and sacrifice in the pursuit of freedom.

In December 2014, President Obama signed the Memorial's enabling legislation. In March 2017, President Trump signed the law authorizing the Memorial to be built near the National Mall in an Area 1 location. In June 2018, a site located in close proximity to the Lincoln Memorial and the Vietnam Veterans Memorial received approval.

The Memorial's design will commemorate the historical significance of Operation Desert Shield and Operation Desert Storm while honoring the service and the sacrifice of the United States of America and Coalition military personnel who liberated Kuwait from Iraq and defended Saudi Arabia and the Arabian Peninsula from further invasion.

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Since 2011, the NDSMA has worked to achieve its singular mission, construction of the National Desert Storm and Desert Shield Memorial. The NDSMA's goal is the completion and dedication of the memorial by 2024.

The NDSMA is a federally recognized, tax-exempt, 501(c)3 structure led by an all-veteran board of directors.