



CONTACT: **Amy Preske**
PR & Events Manager
apreske@buffalotrace.com
502-696-5957
www.buffalotracedistillery.com

FOR IMMEDIATE RELEASE

**NON-PROFIT ORGANIZATIONS OFF TO AN AMAZING START WITH
HELP OF BUFFALO TRACE MILLENNIUM BARREL**

With Over Two Months to Go, Chances Still Available to Win this Collector's Edition Bottle!

FRANKFORT, Franklin County, Ky (Oct. 17, 2011) – Nearly \$50,000 has been raised for charity to date through Buffalo Trace Distillery Millennium Barrel auctions. With more than two months and 100 non-profit fundraising events to go, the Distillery hopes to reach its goal of raising \$200,000 for charity.

The Millennium Barrel bourbon was the last bourbon barrel of the twentieth century Buffalo Trace Distillery filled on Dec. 31, 1999 and set to age in the Distillery's warehouse V, the world's only bonded single barrel aging warehouse.

In June of 2011, the company bottled this single barrel of whiskey, which yielded 174 handwritten and individually numbered bottles. Each Millennium Barrel bottle was packaged in a numbered hardwood showcase box that includes a piece of the historic barrel's charred oak stave.

Buffalo Trace Distillery then offered all 174 bottles to non-profit organizations wishing to raise funds for their charity. The only caveat was that the bottles had to be auctioned off by Dec. 31, 2011. Interested parties can check on upcoming charity fundraisers for their chance to win this piece of history at <http://buffalotracedistillery.com/charities.html>

"Some of these non-profits have found some really creative ways to raise money for their organizations. We're excited so many people are supporting such worthwhile causes and encourage bourbon fans everywhere to go to the Buffalo Trace Millennium Barrel website to help support these groups," said Kris Comstock, Buffalo Trace Bourbon brand manager.

Comstock referred to the New York Cares non-profit organization that raised \$6,255 for their organization by creating it as a special prize offer only premier ticket holders to the event were eligible to win. There have been several other organizations across the country that have upped their dollars raised through other creative ways, such as combining the collector's edition bourbon with other upscale prizes.

"With more than 100 non-profits events still scheduled before the end of the year, we hope to reach our goal of \$200,000 for these worthwhile causes," Comstock added.

About Buffalo Trace Distillery

Buffalo Trace Distillery is a family-owned company based in Frankfort, Franklin County, Kentucky. The distillery's rich distilling tradition dates back to 1787 and includes such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Buffalo Trace Distillery is a fully operational distillery producing bourbon, rye and vodka on site and is listed on the National Register of Historic Places. The Distillery has won seven distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Malt Advocate Magazine* and *Wine Enthusiast Magazine*. It was named *Whisky Magazine* 2010 World Icons of Whisky "Whisky Visitor Attraction of the Year." Buffalo Trace Distillery has also garnered more than 200 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit www.buffalotrace.com <<http://www.buffalotrace.com/>> . To download images from Buffalo Trace Distillery visit www.buffalotracemediakit.com <<http://www.buffalotracemediakit.com/>> .

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