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**FOR IMMEDIATE RELEASE****Brickl Bros. Partnered with Pearl Street Brewery and Habitat for Humanity La Crosse to Build and Donate a *One of a Kind* Raffle Ticket Item!**

**LA CROSSE, WI – Habitat for Humanity La Crosse Area** will join Brickl Bros. at Pearl Street Brewery for the unveiling of a one of a kind, custom built play house! **Donated to be raffle ticket item as part of Habitat’s Raise the Roof Raffle**, this play house was designed in the likeness of the Pearl Street Brewery Grumman Truck! This item is being raffled with a retail value of **\$5,000** and it will include delivery. All proceeds from the raffle ticket sales and donations will directly benefit Habitat for Humanity La Crosse area!

Today officially kicks off the sales for Raise the Roof Raffle Tickets! Habitat for Humanity is very excited and honored to have such great partners, sponsors and donors. **“This is a raffle ticket like no other! You cannot go out and buy this play house, it is truly one of a kind!** However the playhouse is not the only great prize to be won in the raffle.” said Amada Acklin, Habitat for Humanity.

Here is what we have:

- 1<sup>st</sup> Prize: Custom Replica Pearl Street Brewery Grumman Playhouse *by Brickl Bros. (Retail \$5,000)*
- 2<sup>nd</sup> Prize: \$1,000 travel certificate towards a Delta Vacations air & land package, booked through Travel Leaders – La Crosse **(Retail \$1,000)**
- 3<sup>rd</sup> Prize: 4 One-Day Park Hopper, Disney World Tickets by *Disney (Retail \$620)*
- 4<sup>th</sup> Prize: Car Remote Start and Installation by *Audio Mobile (Retail \$310)*

Tickets are on sale at: The Habitat ReStore and Pearl Street Brewery (Committee members, Board Members and Staff will also be selling tickets!)

Price: Tickets are \$10.00 each **or** 3 for \$25.00

Drawing: The RTR Raffle Ticket Drawing will be held on at the Raise the Roof Concert, on November 14<sup>th</sup> at Pearl Street Brewery. *Tickets are on sale now!* You need not be present to win.

Raise the Roof Concert Info: LIVE music from, The Smokin Bandits, TUGG, People Brothers Band, Dave Rogers Blues Band, and Joe Cody Band! November 14<sup>th</sup> at Pearl Street Brewery, 7:00 pm – Midnight.

- Tickets on sale at: HabitatLaCrosse.org, Pearl Street Brewery, Habitat ReStore, Festival Foods locations, People Food Coop, Tree Huggers Co-op and Deaf Ear Records.
- \$10.00 in advance, \$15.00 at the Door; VIP Tickets, \$25.00 (*Tickets are limited*)

Habitat for Humanity, Brickl Bros., and Pearl Street Brewery are will be displaying this custom Grumman Play house in the Oktoberfest Parades this week! “We want to show people this amazing donation and bring awareness to not only the Raise the Roof Raffle ticket, but a whole gamut of events that will be brought to you by the Raise the Roof committee and its partners, including the Concert and Gala.” said Acklin.

**About Brickl Bros. and Their Donation and Partnership**

The Brickl Bros. team believes that everyone deserves a decent place to live, which is one of the reasons they have chosen to support Habitat for Humanity La Crosse Area. “Habitat for Humanity not only provides a financially sustainable hand up for deserving La Crosse area families, by building new, safe, attractive, energy efficient housing, the organization helps to reinvigorate La Crosse neighborhoods. Everybody wins with a Habitat for Humanity home, and we love to help make that happen through our support”, says Greg Brickl, of Brickl Bros., Inc.

Brickl stated, “We wanted to find a way to help Habitat for Humanity that allowed Brickl Bros. team members to contribute. Building a playhouse seemed like a good way for us to apply our skills and capabilities for a great cause. Nearly every discipline and department at our company was involved in the playhouse effort: design, estimating, engineering, drafting, purchasing, scheduling, project management, supervision, rough carpentry, finish carpentry and logistics. The only part of our company that did not participate directly in this project was our concrete division!

We also used many of our sub-contractors on the project: Beyer Cabinets built the wheel assemblies and provided exterior panel materials; La Crosse Glass Co., provided the Lexan for the skylight and windows; Dale’s Drywall and Painting provided the paint and painting crew; Sign Pro of La Crosse provided and applied the graphics. This was definitely an all-hands effort!”

The idea for the Pearl Street Brewery replica playhouse sprang from the fact that Pearl Street Brewery is partnering with Habitat for Humanity to host this year’s Raise the Roof Concert fundraiser. We wanted to contribute something that would be a valuable and desirable raffle item, but we also wanted to do something unique. Replicating Pearl Street Brewery’s mascot Grumman vehicle fit the bill perfectly!

### **About Pearl Street Brewery and Their Donation and Partnership**

Tami Plourde, of Pearl Street Brewery said, “Pearl Street Brewery's Sprout For Kids Foundation was started in 2009. We have organically grown this foundation to develop into a 501C3 Non-Profit that we can run Pearl Street Brewery's charitable donations through. We are so immeasurably proud of the community we have called our home for the past 17 years and remain extremely committed to giving back to this community, especially to families and children. We work extremely hard to promote, support and create awareness for causes here in this local community that has supported us so much. It is our policy to give to almost any local organization or cause that we can because it is true that every little bit helps.”

“When we had the opportunity to join Habitat and their committee for the Raise the Roof Concert and events, we jumped at the opportunity. We support LIVE local music and musicians as much as possible. And we love the idea of helping to create homes for local families that need them. So, when we came up with the idea to build a brewhouse playhouse to go with one of those houses, we were a little stuck on the details of constructing it. The idea was cool, but we didn't have a way to execute it. That's when Greg Brickl came in and offered to design and build it as a donation. How cool is that! And the rest is history. I think what we have here is a really neat thing that hasn't been done before. Plus, they will also donate a "regular" playhouse in the spring to the latest Habitat for Humanity build,” said Plourde.

Plourde added, “The partnership between Brickl Brothers, Pearl Street Brewery and Habitat for Humanity with the common goal of brewing and building help for local communities in the hopes that we help out the future brewers of tomorrow, really makes everything we do worth it. We hope to show the community how appreciative we are that they have supported us so much throughout the years.”

### **More Information About Raise the Roof Events and Partnership**

Habitat will have its ***RTR Gala at the Habitat for Humanity ReStore on October, 15<sup>th</sup> from 6 - 9pm***. Admission is free! Live music from The Journeymen and a photo booth from MyPhotomatic will be available for the guest’s enjoyment. There will also be a great silent auction, games, food and drinks! **Raffle tickets and Raise the Roof Concert tickets will be available at the Gala event.**

Raffle tickets will be on sale until right before the drawing on **November 14<sup>th</sup> at the Raise the Roof Concert**. Concert tickets will be on sale until sold out! You do not need to be present to win a raffle ticket item. All funds raised from the Raise the Roof Gala, Raffle and Concert will benefit Habitat for Humanity La Crosse and help to build homes in the La Crosse Area!

Habitat for Humanity is a nonprofit, ecumenical Christian ministry that partners with homeowners and the community to build simple, decent, and affordable housing. For more information, to become a volunteer, or to make a donation, please visit our website at [www.habitatlacrosse.org](http://www.habitatlacrosse.org) or call 608-785-2373. —END—