



CONTACT:

Danielle Waller
Guthrie/Mayes Public Relations
502-974-4021 (mobile)

EAGLE RARE BOURBON LAUNCHES 2016 RARE LIFE AWARD

National contest seeks nominations to award \$80,000

FRANKFORT, FRANKLIN COUNTY, Ky. (May 26, 2015) – Eagle Rare Kentucky Straight Bourbon Whiskey announces the launch of its annual Rare Life Award competition. Now in year six, the contest will award \$80,000 to winners. To date, the Rare Life Award program has donated a total of \$240,000 to 35 charities across the United States.

Nominations are now being accepted online at www.eaglerarelife.com. The 2016 Grand Prize winner will receive a \$50,000 donation to the charity of their choice. Six runners-up will receive \$5,000 for their charities.

The Rare Life Awards honor individuals who exhibit courage, leadership, survival, devotion, character and heroism. This year, for the first time, people making nominations will identify which Rare Life value their story best represents. The general public will vote for the person who most embodies the “Rare Life” core values, with the top five in each category considered for a runner-up prize, and the top 30 across all categories will be considered for the Grand Prize. Nominations and voting are open beginning today and continue through Jan. 5, 2016. Winners will be announced in March of 2016.

“We look forward to the amazing stories of incredible people making a difference across the country every day,” said Kris Comstock, Eagle Rare brand manager. “The number of nominees has continued to grow each year. The award helps these people gain awareness for their worthwhile causes. Last year a record-setting 1 million votes were cast.”

About Eagle Rare Bourbon

Eagle Rare Bourbon Whiskey is part of the award-winning Buffalo Trace Distillery, an American family-owned company based in Frankfort, (Franklin County), Kentucky. The Distillery's rich distilling tradition dates back to 1773 and includes such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Eagle Rare Bourbon is a 10-year-old bourbon that has won multiple awards, including five double gold medals from the San Francisco World Spirits Competition. To learn more about Eagle Rare visit www.eaglerarelife.com.