

Farm Rescue™

FOR IMMEDIATE RELEASE – *Courtesy of Busch Family Brands*

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Busch Light and John Deere Team Up to Support American Farmers

Limited-edition “For the Farmers” cans and cornhole fan experience aim to raise funds and awareness for non-profit Farm Rescue

New York, NY - May 9, 2021 - Busch Light, longtime supporter of farming communities, announced today that it will bring limited-edition “For the Farmers” cans to fans across the country. The initiative is in collaboration with John Deere, the iconic tractor company with a 188-year history in supporting farmers. A portion of the proceeds from the release will benefit [Farm Rescue](http://FarmRescue.org), a non-profit that provides critical material aid to family farms. To bring further awareness to the challenges facing agricultural communities, the collaboration between the two iconic American brands will include a fan experience called Cornfield Cornhole.

“For the Farmers” Limited Edition Cans

Available May 16 through July 3, consumers can purchase 24- or 30-pack cases of 12-ounce Busch Light cans with farming graphics that feature the John Deere logo and equipment. For each case sold during its limited run, Busch Light will donate \$1 to Farm Rescue, up to a maximum of \$100K, with John Deere matching Busch Light’s donation.¹ With the support of donations like these, Farm Rescue can provide hands-on assistance to farm and ranch families that have experienced a major injury, illness or natural disaster.

“The “For the Farmers” cans mark a legendary union of two iconic brands with a shared passion for supporting farmers and the great Heartlands of America,” said Krystyn Stowe, Head of Marketing, Busch Family Brands at Anheuser-Busch. “We knew that John Deere was the perfect companion to join forces with us as we bolster our shared efforts to support the farming community that is so important to us.”



¹ *Case = 24 pack Busch Light case equivalent. Donation Up to \$100,000, 5/16/22 – 7/3/22. John Deere will make a separate donation.

“This collaboration presents an exciting, valuable opportunity to celebrate farmers, the ag industry as a whole and the important work of Farm Rescue,” said Jenny Ose, Director of Marketing, Agriculture and Turf, John Deere. “We’re thrilled to be part of this campaign because it supports Farm Rescue’s mission and our farming communities across America.”

Cornfield Cornhole Presented by Busch Light and John Deere

As Busch Light and John Deere seek to support farmers in a big way, the brands have decided to do the *biggest* thing they can to raise awareness for Farm Rescue and the needs of America’s farmers. On Saturday, May 21, Busch Light and John Deere will host Cornfield Cornhole, a free, one-day fan experience in Big Bend, Wisconsin.

At Cornfield Cornhole, a John Deere tractor and ground-posted slingshot will catapult hay bales wrapped in ‘For the Farmers’ graphics across the cornfield to reach an oversized cornhole board. There will be four rounds, with a group of lucky attendees competing in the final game to close out the day! In addition to taking in the game, fans can enjoy ice cold Busch Light and refreshments from local WI food trucks.

To attend Cornfield Cornhole and possibly snag a spot in the big game, consumers can reserve tickets via [Busch.com/forthefarmers](https://busch.com/forthefarmers).

Busch Light and Farm Rescue

Busch Light has been a proud partner of Farm Rescue since 2019 and has contributed over \$750,000 in donations to date. In partnership with Farm Rescue, Busch Light has brought to life initiatives like the release of fan-favorite Corn Cans and redirected advertising dollars to create barn and shed billboards to support farmers across the country.

“Farm Rescue is honored to be the beneficiary of this incredible joint effort between Busch Light and John Deere,” said Bill Gross, Founder & President, Farm Rescue. “Both companies have been incredible supporters of our mission, and this latest partnership truly solidifies their commitment to American agriculture. Although farmers only represent one percent of the total population, they have a big responsibility in feeding the world. With the money raised through this one-of-a-kind promotion, Farm Rescue will be able to extend a helping hand to many more farm families in crisis.”

About Busch Light

Busch Light, the beer brewed for the great outdoors, is as cold and crisp as the mountain stream. With a rich history rooted in tradition, exceptional ingredients and refreshing taste, each sip of Busch Light brings you to the mountains. The Busch Light brand name represents a family of products including Busch, Busch Light, Busch Ice, Busch NA, Busch Apple and Busch Dog Brew. For more information, visit www.busch.com and follow Busch Light on [Twitter](#), [Facebook](#) and [Instagram](#).

About Farm Rescue

Farm Rescue was founded in 2005 and has helped more than 850 families since its inception. The organization’s mission is to help farmers and ranchers who have experienced a major illness, injury, or natural disaster by providing the necessary equipment and volunteer labor to perform time-sensitive services. Applications for assistance are currently being accepted and can be obtained at 701-252-2017 or **Error! Hyperlink reference not valid.**

About Anheuser-Busch

For more than 160 years, Anheuser-Busch has carried on a legacy of brewing great-tasting, high-quality beers that have satisfied beer drinkers for generations. Today, we own and operate more than 120 facilities, including breweries, wholesaler distribution centers, agricultural facilities and packaging plants, and have more than 19,000 colleagues across the United States. We are home to several of

America's most recognizable beer brands, including Budweiser, Bud Light, Michelob ULTRA and Stella Artois, as well as a number of regional brands that provide beer drinkers with a choice of the best-tasting craft beers in the industry. From responsible drinking programs and emergency drinking water donations to industry-leading sustainability efforts, we are guided by our unwavering commitment to supporting the communities we call home. For more information, visit www.anheuser-busch.com or follow Anheuser-Busch on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

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