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Sprecher Brewery to Celebrate 414 Day with an Event to Help Street Angels

Glendale, Wis. (March 28, 2024) – Sprecher, Milwaukee’s original craft brewery, in operation since 1985, is gearing up to celebrate 414 Day while holding a Necessity Drive for Street Angels of Milwaukee on Sunday, April 14 from noon to 5 pm at the brewery 701 W. Glendale Ave. Milwaukee, WI 53209.

Other things planned for the 414 event entail: a Bags Tournament sponsored by Boelter. To register visit: <https://tinyurl.com/2fu75h65>; live music by The Lightways from 2-4 pm; a Bloody Mary Bar sponsored by Johnsonville; a raffle with proceeds going to Street Angels; and a variety of \$4.14 specials including brewery tours (children under 5 are always free), 4 packs for 414 Custom Label Root Beer, 12 inch pizza from the Sprecher Snack Kitchen; and select Sprecher merchandise and swag.

“414 Day is a celebration of our city and all those who live in it. We are incredibly grateful to the people of Greater Milwaukee who have helped us to grow the popularity of our award-winning root beer and other craft sodas and beers,” said CEO Sharad Chadha CEO and president.

“This year we’re taking 414 Day as an opportunity to show MKE love to those in our community in need of support. We’ve decided to host a Necessity Drive for Street Angels, an incredibly impactful mobile outreach organization founded in 2016 which strives to bridge the gaps between homelessness and housing through support, advocacy and community collaboration. We’ll also be donating a portion of our 414 event proceeds to this deserving organization.”

Sprecher’s 414 event will also be collecting new items from the Street Angels Critical Needs List: https://www.amazon.com/hz/wishlist/ls/28S5E62D9SDUW/ref=nav_wishlist_lists_1 as well as cash donations for Street Angels.

In 2022, Street Angels Milwaukee Outreach provided 156 nights of street outreach with 2 outreach routes throughout Milwaukee County with nearly 60 stops every night. They provided resources to 510 individuals and connected 103 individuals with housing. They provided 78 safe sleeps in area hotels and served 14,292 hot meals.

To book a tour during the 414 event visit <https://sprecherbrewery.com>

Sprecher Brewery takes pride in being an active part of the Greater Milwaukee community. From its Glendale headquarters just north of downtown Milwaukee, it brews more than 20 different craft sodas as well as 12 craft beers, including its world-famous, award-winning Sprecher Root Beer. Sprecher craft sodas are fire-brewed and made with locally-sourced honey to produce a unique bold flavor with antioxidants. Since 2020, the brewery's sales are up more than 250 percent. Thanks to Sprecher's 130+ employees its craft sodas are now available in more than 49 states and at [SprecherBrewery.com](https://www.SprecherBrewery.com)