



Inspired Brewing®

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Bell's Brewery, K-Wings to auction special Two Hearted hockey jerseys to benefit local organizations

COMSTOCK, Mich. - Bell's Brewery and the Kalamazoo Wings have teamed up to help support two local organizations with a special, limited edition Two Hearted hockey jersey auction.

Thirty-four jerseys will be available to bid on beginning July 13 and ending the week of Aug. 10, coinciding with Bell's national celebration of Two Hearted Day.

"Unfortunately, the event we were supposed to have back in March was canceled for safety reasons due to COVID-19. Thankfully, by working together, we are still able to support two fantastic organizations with these unique, one-of-a-kind Two Hearted jerseys," Larry Bell, president and founder of Bell's Brewery said.

Proceeds raised from this auction will benefit [Kalamazoo Friends of Recreation](#) and the [Comstock Community Center](#). The Bell's Scrambled golf outing, another annual Bell's event, was also canceled due to COVID-19. As such, proceeds from this auction will also go to supporting that organization.

"The K-Wings are very excited to be able to auction these unique Bell's jersey's to the masses. Due to the nature of not being able to gather we are utilizing our collective social networks to raise monies for two great local community non-profits," Toni Lentini-Daniels, K-Wings Governor and Director of Business Operations said.

All online jersey auctions will be held through DASH Auction. Seven jerseys will be auctioned off every week leaving six jerseys the final week. Each auction will begin on Monday and end at 11:59 p.m. the

following Sunday. A special broadcast will walk viewers through the entire auction process live on [the K-Wings' Facebook page](#) this Monday, July 13, at 10 a.m.

Two Hearted is Bell's best-selling craft beer and sought after by many. An American IPA with an alc. by vol. of 7%, it has earned the honor of being [voted Best Beer in America](#) three years in a row by members of the American Homebrewers Association.

Two Hearted Day celebrates the debut of Two Hearted which was on Aug. 15, 1997. Bell's and others will celebrate all week long.

Bell's Two Hearted Night with the Kalamazoo Wings was originally scheduled for March 21.

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Media assets can be downloaded here: <https://bit.ly/3e8Ara4> | Password: **twohearted**

ABOUT BELL'S BREWERY

Bell's Brewery, Inc. began in 1985 with a quest for better beer and a 15 gallon soup kettle. Since then, we've grown into a regional craft brewery that distributes to 41 states, in addition to Puerto Rico and Washington DC. The dedication to brewing flavorful, unfiltered, quality craft beers that started in 1985 is still with us today. We currently brew over 20 beers for distribution as well as many other small batch beers that are served at our pub in Kalamazoo, the Eccentric Cafe. Our ongoing goal is to brew thoughtfully, creatively and artistically. 100% family-owned and independent, we strive to bring an authentic and pleasant experience to all of our customers through our unique ales and lagers. For more information, please visit bellsbeer.com.