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"Ding" Darling Wildlife Society - Friends of the Refuge

PRESS RELEASE

For immediate release

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Caption: Wild Daze Ale rolls out next week with Fort Myers and Sanibel events.

‘Ding’ Darling announces beer rollout events

As part of its 40th anniversary celebration, the “Ding” Darling Wildlife Society-Friends of the Refuge (DDWS) rolls out its exclusive, limited-edition Wild Daze Ale on Dec. 4, with island events to follow throughout the month. The launch event starts at 4 p.m. at Fort Myers Brewing Co. in Fort Myers. The outdoor stations of the refuge WoW (Wildlife on Wheels) mobile interactive experience will be onsite for the occasion, along with food trucks, music, trivia games, and other special goings-on.

The exclusive brew – a smooth and light-bodied golden ale with a subtle hint of sweetness – will be available for a limited time of around six months after its rollout, depending upon how long supplies last.

Bailey’s General Store, Doc Ford’s Rum Bar & Grill, Sanibel Captiva Beach Resorts, and The Timbers Restaurant & Fish Market will be selling the beer on Sanibel and Captiva, with a portion of the proceeds benefiting the conservation, research, education, and land acquisition efforts at J.N. “Ding” Darling National Wildlife Refuge on Sanibel Island.

Bailey’s will be hosting four tasting events. From 2 to 6 p.m. on Dec. 8 and 9, it will set up a tasting table with information about the refuge and DDWS. On Dec. 18 and 19, the WoW outreach experience joins tasting events from 10 a.m. to 3 p.m.

The Wild Daze Committee, chaired by DDWS' April Boehnen, commissioned native Miami Latina artist Emily Alvarez to design an exclusive label for the canned beer. Throughout December, in time for holiday giving, the Refuge Nature Store's three locations (at the refuge, at 2250 Periwinkle Way, and online at ShopDingDarling.com) will carry special Wild Daze Ale merchandise based on Alvarez's art.

"Our goal is to expand 'Ding' Darling's appeal to a wider, young, multi-cultural audience in a fresh, new way," said Birgie Miller, DDWS executive director. "Fort Myers Brewing staff share the refuge's mission to get people outdoors, which makes for a great partnership on this limited-edition beer."

"Community involvement has always been important at Fort Myers Brewing," said founder Rob Whyte. "This past year has proved how important getting out in nature can be for everyone's mental and physical health, so when the 'Ding' Darling Wildlife Society reached out about this collaboration, it was an easy decision. Encouraging people to get outside, conserve our wild spaces, and enjoy a nice cold beverage as they do it, is a great opportunity. We are excited about supporting the J.N. 'Ding' Darling National Wildlife Refuge in this unique and special way."

For more information about Wild Daze Ale, visit dingbeer.com or contact Boehnen at 239-472-1100 ext. 4.

ABOUT DDWS

As a non-profit 501(c)3 organization, DDWS works to support J.N. "Ding" Darling National Wildlife Refuge's mission of conservation, wildlife and habitat protection, research, and public education through charitable donations and Refuge Nature Shop profits.

To support DDWS and the refuge with a tax-deductible gift, visit dingdarlingsociety.org or contact Birgie Miller at 239-472-1100 ext. 4 or director@dingdarlingsociety.org.

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