

## BEER CAN APPRECIATION DAY– Press release info you can use!

Beer Can Appreciation Day recognizes that great day in 1935 when beer was first sold in cans. Credit for the first beverage can goes to the Krueger Brewing Company of Richmond, Virginia. Made of steel and weighing in at almost 4 ounces, these hefty canisters opened with a church key.

The first beer produced in a can goes to Krueger Brewing Company of Richmond, Virginia but it was American Can Company that made canning drinkable beer possible. Krueger's took the risk with American Can Company just weeks before the repeal of Prohibition.

Weighing in at 4 ounces, the hefty steel cans opened with a church key. Loyal Krueger's drinkers favored the can over the bottle 9-1.

\* 1935 -Cone-Top – Heilemann Brewing Company – La Crosse, WI – Introduces cone-top cans which fit existing bottling lines convenient for small brewers with small budgets.

\* 1963 -Pull Tab – Pittsburgh Brewing Company – Revolutionizes the beer can when it introduces Iron City Beer in self-opening cans with pull tabs, also known as pop tops. With their sharp edges, the pull tabs became the feared litter at beaches, parks, backyards and anywhere beverages were consumed.

\* 1975 – Stay Tab- Falls City Brewing Company of Louisville, KY introduces the Stay Tab removing the pull tab's environmental impact.

This day provides people with the opportunity to enjoy and appreciate the many different kinds of beer cans. Around the world, collectors seek rare, novel and unique varieties. A collector may have hundreds of beer cans in many different sizes, types and ages.

The screenshot shows a Facebook event page for "National Beer Can Appreciation Day" on January 24th. The event is hosted by Red Leg Brewing Company and is public. The main image features a silver beer can with a "RED LEG BREWING COMPANY" label. The event details include the date (January 24th), time (2 PM - 9 PM), and location (Red Leg Brewing Company, 4630 Forge Rd, Ste B, Colorado Springs, Colorado 80907). The page also shows a list of related events, including "Brunch with Wild Goose Cate...", "Saturday Firkin Tapping", "Stretch & Suds (Yoga & Beer)", "First Friday- Bits Bytes and B...", "Beer Benefit Night for UpaDo...", and "Colorado Motorcycle Expo 2018". The right sidebar displays "YOUR PAGES" and "CONTACTS". The bottom of the page shows the Windows taskbar with the time 5:52 PM on 1/27/2018.