

FOR IMMEDIATE RELEASE

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Distributor Partners with ‘Lucky Leprechauns,’ Raises \$8,200 for Families in Need

H. Cox & Son continues 13-year tradition of giving, raising more than \$100,000

TRAVERSE CITY – Beverage distributor **H. Cox & Son** today announced that it brought in more than \$8,200 for the popular Father Fred Lucky Leprechaun fundraiser, which provides furniture, clothes and other resources to local families in need.

H. Cox & Son is participating for the 13th year in the program, and has raised more than \$100,000 for the community during that time. Also, Schmuckal Oil Co. helped raise over \$7,000 at its retail outlets for the program.

“As a family owned local company, H. Cox & Son is committed to supporting our community and giving back to families in need,” H. Cox & Son Vice President **Ryan Ribel** said. “H. Cox & Son is proud to join forces with many of our local friends on a program that can help make a positive difference in the lives of many northern Michigan families. This community has been very supportive of our business for generations, and we are committed to helping in any way we can to support the folks who have stood with us and our employees through the years.”

Under the program, which takes place in March in conjunction with St. Patrick’s Day celebrations, people can buy “lucky leprechauns” for \$1 at locations throughout the region. The “lucky leprechaun” is then displayed at the business with the donor’s name. The proceeds are donated to northern Michigan families in need, in the form of furniture, clothes, appliances, goods, food and other resources and items. H. Cox partners with local taverns, restaurants, stores and other businesses to make the Father Fred fundraiser a success.

The Father Fred Foundation, which organizes the program, is staffed by volunteers. H. Cox & Son began participating with the fundraiser program in 1999.

H. Cox & Son was established in 1933 in Traverse City, and is a distributor of beer, wine and pop to seven counties in Northwest Michigan: Antrim, Benzie, Leelanau, Grand Traverse, Kalkaska, Wexford, and Missaukee counties. H. Cox and Son employs 66 full-time employees, and services 542 retail accounts with a fleet of 15 delivery trucks.

In addition to the Father Fred fundraiser program, H. Cox & Son is also active in many local charitable and humanitarian activities.

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