

FOR IMMEDIATE RELEASE

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**Leadership Loveland Partners with Grimm Brothers Brewery and Local Restaurants to Host
“Wednesdays for ATV”**

Loveland, Colo. – Loveland business and community leaders are combining efforts to raise money and awareness in support of building southern Larimer County’s first emergency safehouse. Leadership Loveland, Grimm Brothers Brewery and several local restaurants are participating in “Wednesdays for ATV,” a Leadership Loveland program hosted by different restaurants each week where a minimum of 10 percent of all Grimm Brothers beer sales will be donated to the Alternatives to Violence (ATV) Safehouse project.

“Wednesdays for ATV” runs every Wednesday from 5-7pm and kicks off on August 24th at Applebee’s in Loveland.

“It is inspiring to see Loveland’s community leaders and businesses embrace the effort to build a desperately needed safehouse for abused women and children in our community,” said Lynda Nielson, Executive Director of Alternatives to Violence. “We are very thankful to Leadership Loveland for all they are doing to make the dream of the Southern Larimer County Safehouse a reality, and to Grimm Brothers and all the participating restaurants for their tremendous support of this effort.”

“Wednesdays for ATV” will be hosted by Applebee’s, Henry’s Pub, Island Grill, Monroe’s, The Pourhouse, Sports Station and Widow McCoy on varying Wednesdays during the fall and winter months. For the full schedule see www.alternativestoviolence.org.

In addition to great food and beer specials, “Wednesdays for ATV” will have free giveaways from Grimm Brothers Brewery and a representative onsite to educate patrons about ATV and the Southern Larimer County Safehouse project.

“Russell Fruits of Grimm Brothers, who was very eager to help out ATV, is truly community-minded and has been extremely helpful in putting this event together,” said Maryjo Morgan, Leadership Loveland class member.

The ATV Safehouse Capital Project is an ongoing project to raise funds to build Southern Larimer County’s first safehouse in Loveland. The ATV Safehouse is scheduled to break ground in spring of 2012.

The ATV Safehouse will serve as a refuge for Northern Colorado women and children to escape abuse and rebuild their lives. The 10,500 square foot safehouse will provide a place of hope and healing for more than 300 citizens within Loveland each year. This significant project is comprised of a partnership between ATV, Habitat for Humanity and the 2011- 2012 Leadership Loveland class.

Join local residents to drink for a good cause every Wednesday. To see a full schedule of “Wednesdays for ATV” or to donate to the Alternative to Violence safehouse project visit www.alternativestoviolence.org.

Cheers!

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