



FOR IMMEDIATE RELEASE

## Hansen Distillery Hoping to Raise \$30,000 for Service Dog for Local Seven-Year Old with Autism

*Local Craft Distillery Releasing S'Mores cream liqueur to spearhead fundraising efforts*

**May 10, 2021 (Edmonton, Alberta)** - [Hansen Distillery](#) is partnering with [K97](#) Classic Rock radio station in hopes of funding a seven-year old boy's \$30,000 service dog. The fundraising kicks off this Saturday with the release of Hansen's inaugural spring release of S'Mores cream liqueur, just in time for camping season.

"This is a passion project for us," **shares Shayna Hansen, co-owner of Hansen Distillery.** "Micah's sister Alexa was shoveling snow for members of our neighbourhood this past winter. We left her a positive review about our experience on our community Facebook page, and our dayhome shared that Alexa was also collecting bottles to help raise money to get her brother a service dog. We heard the story, and knew that there was something that we could do to help. From our understanding, she has been doing everything in her power to fundraise for her brother. We are touched by her efforts and inspired to participate in any way we can."

Micah is a lively seven-year old with autism. A service dog will provide him with the freedom to navigate and participate in daily life like his peers. As he heads into second grade, a service dog will also help to support him in managing the stimulants and stressors of a classroom environment. His family is hopeful that a service dog will help him navigate social development, and form friendships in and outside of the classroom.

"As a mom of two myself, I want my kids to be able to participate in anything that they choose to do. Being able to play a small part in Micah's freedom to be a normal seven-year-old is something that our whole family wants to help with." **says Hansen.** "When we shared the idea with our team, they jumped at the opportunity to participate."

Hansen is in discussions with the family and [Aspen Service Dogs](#), to help Micah get the dog as soon as possible. To kick off Hansen's fundraising efforts, they are asking customers to donate towards the service dog at the till during their purchase, starting this Saturday.

"We've never released a cream liqueur in the spring before," **says Hansen.** "This spirit embodies the nostalgia of summers spent camping with your family, roasting s'mores over the open fire, and chatting long into the night. And what better way to share those memories than by knowing that you're making a difference for a family right here in Alberta?"

Customers purchasing a bottle can add \$5 or an amount of their choosing onto their purchase to directly support the fundraising efforts for Micah. S'Mores cream liqueur is available starting Saturday, May 14 at noon. Fundraising efforts will continue at Hansen Distillery throughout the summer, until the goal is reached.

## ABOUT S'MORES CREAM LIQUEUR

The nose has notes of subtle toasted marshmallows as well as a hint of cocoa.

The first flavour to come through is the sweet honey of graham crackers, accentuated by the mouthfeel of melted marshmallow. It finishes with a linger of dark chocolate and burnt sugar. The perfect addition to your summer spirit repertoire. Pairs well with summer nights, campfires, and a good time.

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**Price:** \$38 plus applicable taxes.

**Bottle Availability:** Bottles will be available for purchase at Hansen Distillery, online, and at retail partners on Saturday, May 14 at 12 PM MST.

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## ABOUT HANSEN DISTILLERY

Step under the "Moonshine Mobile" and take a walk through time to learn all about four generations of Hansen family moonshiners at Edmonton's own Hansen Distillery. When the Hansen family first came to Alberta during the Prohibition era, they made moonshine to help make ends meet. Today, Shayna Hansen and her husband Kris Sustrik are the first generation to be making moonshine legally. They started making moonshine right here in Edmonton in 2016, but have since expanded their product line to include vodka, gin, rye, cream liqueurs and many other seasonal spirits that have become fan favourites. In addition to distribution across Alberta, Hansen hit a major milestone when they successfully exported their Trouble Gin and Barreled Trouble Gin to Japan. They make everything at the distillery using locally sourced ingredients, and you can visit them for an amazing tour and tasting at their distillery, which is located just off 174th Street and 111 Avenue on the west end of Edmonton.

***For photos, videos or interview requests, please contact:***

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