



Brothers Craft Brewing  
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### **Join the Brotherhood during National Siblings Day**

Harrisonburg, Va. – Brothers Craft Brewing in partnership with Kroger and a variety of businesses throughout Virginia invite you to Join the Brotherhood by Buying Your Brother or Sister, a Brothers Craft Beer.

National Siblings Day is April 10th!! Celebrate with us at [Brothers Craft Brewing by Buying Your Brother or Sister, a Brothers!](#) This family-friendly driven campaign will run during April with a focus on **National Siblings Day**. Look for our tasty brews at your favorite bar, restaurant, bottle shop or grocery store location in Virginia. Spy the "Buy Your Brother or Sister, A Brothers" signs and enjoy a drink with your loved ones. Brothers and sisters of all forms, we invite you to Join the Brotherhood!

"Brothers is a family focused business that is comprised of not only relation by blood but by friendship," explained Jason Shifflett, Co-Owner at Brothers Craft Brewing. "All of our valued team, customers, and partners are part of the Brotherhood and thus family."

"I wasn't blessed with siblings by blood, but I have certainly gained brothers and family through this brewery, says Chris Ward, Head Brewer."

"These types of creative programs support local business and bring together everyone in our community to celebrate family and the unique meaning of brothers & sisters, said Brenda Black, Harrisonburg Tourism and Visitor Services Manager. "

Additional information can be found at: <https://www.brotherscraftbrewing.com/>  
To become a campaign partner please contact Jason Shifflett at [Jason@brotherscraftbrewing.com](mailto:Jason@brotherscraftbrewing.com)

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