



# TWO HEARTED DAY

**AUGUST 12 - AUGUST 18**



Join our national celebration of Two Hearted®. On August 15, 1997, our best selling beer made its debut. We are toasting to Two Hearted all week long and invite you to celebrate with us!

- **National web and social media**

- Promotion on Bellsbeer.com landing page
- Twitter, Facebook and Instagram posts leading up to and during event
- Bell's official page co-hosting events

- **Two Hearted® Day Untappd Badge**

- Available week of event

- **Specialty Point of Sale**

- Including tin tappers, coasters, stickers, and more!



Potential Event Expansions:

- **Live Hop Rub**
- **Two Hearted Cocktails**
- **Fishing Competition**
- **Donation to local water conservatory**