



Contacts: **Christopher McNamara**
Eagle Rare Life
email@eaglerarelife.com
859-281-7857

Amy Preske
Buffalo Trace Distillery
Public Relations & Events Mgr.
apreske@buffalotrace.com
502-696-5957

FOR IMMEDIATE RELEASE

**EAGLE RARE BOURBON LAUNCHES
SECOND ANNUAL RARE LIFE AWARD**

Award Winner Will Receive a \$20,000 Donation to the Charity of their Choice

FRANKFORT, FRANKLIN COUNTY, KY. (MAY 26, 2010) – Eagle Rare Single Barrel Bourbon Whiskey has won its share of honors and awards. Now the bourbon is sharing its passion for excellence for a second year in a row by opening the nomination season for the 2012 Rare Life Award.

This past February, the 2011 Rare Life Award was awarded to Grand Prize winner Master Gunnery Sergeant Charles Padilla for his incredible story. After more than 20 years of service in the Marine Corp, Padilla ran 3,530 miles across America to raise money to benefit wounded soldiers. For his amazing story, Eagle Rare donated \$10,000 to the Semper Fi Fund, a 501(c)(3) nonprofit set up to provide immediate financial support for injured and critically ill members of the U.S. Armed Forces and their families.

Nominations are now being accepted for the 2012 Rare Life Award at www.eaglerarelife.com <<http://www.eaglerarelife.com>> . The award will be awarded to a person with an amazing life story that demonstrates the bourbon's core values of courage, leadership, survival, heroism, devotion and character. The 2012 Grand Prize award winner will be awarded a \$20,000 donation to the charity of their choice. In addition, six others will be selected and awarded \$2,000 to the charity of their choice. Entries will be posted at the Eagle Rare website online and the general public can vote on who they think most embodies the "Rare Life" core values through January 5, 2012. All winners will be chosen from the top 20 stories that receive the most votes and will be announced in early February 2012.

"We are thrilled to double the prize money for the 2012 Rare Life Award," said Kris Comstock, Eagle Rare Brand Manager. "Last year we received hundreds of nominations and we hope to hear more amazing stories this year. This country is filled with courageous, generous and hardworking people who lead rare lives every day. We want to hear their stories. Eagle Rare Bourbon embodies life, liberty and the pursuit of happiness. This award will honor those who do the same. We can't wait to hear their stories and award them."

About Eagle Rare Bourbon

Eagle Rare Single Barrel Bourbon Whiskey is part of the award-winning Buffalo Trace Distillery, a family-owned company based in Frankfort, (Franklin County), Kentucky. The distillery's rich distilling tradition dates back to 1787 and includes such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Eagle Rare Bourbon is a ten-year-old single barrel bourbon that has won multiple awards, including five double gold medals from the San Francisco World Spirits Competition. To learn more about Eagle Rare visit www.eaglerarelife.com <<http://www.eaglerarelife.com>> .

-###-