



## EAGLE RARE ANNOUNCES 2018 RARE LIFE AWARD JUDGES PANEL

**FRANKFORT, FRANKLIN COUNTY, KY, July 27, 2017** – Eagle Rare Kentucky Straight Bourbon Whiskey is thrilled to announce the judges’ panel for the 2018 Rare Life Award. Established in 2011, the Rare Life Award celebrates those who lead a rare life, demonstrating courage, leadership, survival, devotion, character and heroism. The six hand-picked judges will review nominations from all over the country and award \$80,000 in total donations to the winners’ charities of choice, including a grand prize of \$50,000. Winners will be announced in the beginning of March 2018.

“We are thrilled to announce such a prestigious panel of judges for the eighth annual Rare Life Award,” says Kris Comstock, Eagle Rare senior marketing director. “In addition to welcoming back a past grand prize winner to serve on our jury, we have selected an esteemed group who will bring wide-reaching recognition to the remarkable and devoted nominees. Each of our judges knows a good story when they see one, and we are confident they will choose deserving winners.”

Voting for the 2018 Rare Life Award ends on December 5, 2017. At this point each nomination will be reviewed based upon how it embodies characteristics of the categories: courage, leadership, survival, devotion, character and heroism. The top ten nominations will be selected by the Eagle Rare team and will then be reviewed by a panel of judges who will vote for the grand prize. The top five nominees in each category will also be reviewed by the Eagle Rare team for cash donations in each category. To date, Eagle Rare has donated over \$400,000 to 49 different charities through this award program.

The 2018 Rare Life Award Judges Panel is the following:

**Woody Williams, 2016 Rare Life Award Grand Prize Winner:** Hershel “Woody” Williams is the last living Medal of Honor recipient from the battle of Iwo Jima, where he served with the 21<sup>st</sup> Marines, 3<sup>rd</sup> Marine Division. During the battle, Mr. Williams displayed “valiant devotion to duty,” and his heroism was recognized on October 5, 1945 when he received the Congressional Medal of Honor from President Truman at the White House. Woody and his foundation are responsible for establishing a litany of Gold Star Families Memorial Monuments across the United States, with many more currently underway.

**Philip Rhodes, Executive Managing Editor, *Garden & Gun*:** Rhodes is part of the team that led *Garden & Gun* to its National Magazine Award for General Excellence in 2015, and produced and co-authored *The Southerner’s Cookbook*, a *New York Times* best seller and James Beard Award nominee. Previously he was Executive Managing Editor at *Cooking Light* and Nutrition Editor for *Men’s Health*. Rhodes also contributed to the best-selling *Abs Diet* books and worked on the launch team for *Women’s Health*.

**Lisa Delaney, Senior VP/Chief Content Officer, *Parade*/Athlon Media Group:** Delaney leads content strategy for Athlon Media Group’s print, digital and video brands, which includes *Parade*. She is the founding editor of *Spry Living*, named 2008 Launch of the Year. She served as Executive Editor of *Health* magazine, and held Senior Editor positions at *Cooking*

*Light* and *Prevention* magazines, where her work won several national awards. Her memoir, *Secrets of a Former Fat Girl: How to Lose Two, Four (or More!) Dress Sizes—and Find Yourself Along the Way*, was published in April 2007 by Hudson Street Press.

**Braden Lay-Michaels, Chief External Relations Officer, StoryCorps:** Lay-Michael has worked for three years at StoryCorps, a nonprofit organization which collects, shares and preserves people’s stories. Before going to StoryCorps in 2014, Braden served as Chief Development Officer at GLSEN. Braden began his career at the iconic Voyager Company and Criterion Collection followed by mission-focused work at organizations such as Refugees International, i-SAFE, GLAAD, and Los Angeles Universal Preschool.

**Nino Marchetti, Founder, Whiskey Wash:** A writer and journalist by trade and an Internet dot-com veteran prior to that, Marchetti has written extensively about whisk(e)y, particularly Scotch, bourbon and the American craft whiskey movement, for The Whiskey Wash since its inception as a hobby blog and later conversion into a full full-fledge media start up. Nino also has an extensive collection of whiskies from both start up distilleries and centuries old operations in Scotland.

**Harlen Wheatley, Master Distiller, Buffalo Trace Distillery:** The Distillery’s sixth Master Distiller since the Civil War, Harlen has worked in every aspect of production in his 23 years at Buffalo Trace—from raw materials, to barrel aging—and is hands-on in overseeing various operations under the Buffalo Trace family of brands. A four-time James Beard Award nominee, Harlen is globally renowned for crafting some of the world’s finest bourbon whiskeys.

#### **About Eagle Rare Bourbon**

Eagle Rare Bourbon Whiskey is part of the award-winning Buffalo Trace Distillery, an American family-owned company based in Frankfort, (Franklin County), Kentucky. The Distillery’s rich distilling tradition dates back to 1773 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 10-year-old bourbon that has won multiple awards, including five double gold medals from the San Francisco World Spirits Competition. For more information on the Rare Life Award or Eagle Rare Kentucky Straight Bourbon Whiskey, visit <http://www.eaglerarelife.com>.

###

#### **Media Contacts:**

Mike Hicks / Elsbeth Pratt  
LOU HAMMOND GROUP  
(office) 561-655-3836 / 843-647-6395  
[michaelh@louhammond.com](mailto:michaelh@louhammond.com)/[elsbethp@louhammond.com](mailto:elsbethp@louhammond.com)  
[www.louhammond.com](http://www.louhammond.com)