

# Sailor Jerry Rum and The Aleethia Foundation Supporting our Troops

Sailor Jerry Spiced Rum and The Aleethia Foundation have again joined forces in supporting wounded, injured and/or ill service members and their families through the early phases of the healing process at Walter Reed National Military Medical Center.

**S**ailor Jerry Spiced Rum, named to honor the life and legacy of Norman 'Sailor Jerry' Collins, formed the creation of The Norman Collins Initiative at The Aleethia Foundation. The Foundation is designed to raise funds for Aleethia in its ongoing efforts to support wounded/injured/ill service members in their rehabilitation and healing process.

"Aleethia is excited about the expanded support through the Norman Collins Initia-

...tive," stated Hal Koster, Executive Director of the Aleethia Foundation. "We are a volunteer organization that exists because wonderful organizations like Sailor Jerry Spiced Rum have shared our vision of support."

Norman Collins served in the Navy before making his home in WWII-era Honolulu. He established his legendary tattoo shop that quickly became a must stop destination for sailors on Shore Leave who would wait in line to receive Collins' iconic, Americana

flash artwork. Sailor Jerry Spiced Rum continues to honor Norman Collins and his legacy through programs and partnerships "that honor the man and what he stood for."

Since October 2003, over 55,000 meals have been served to service members and their families who have participated in Aleethia's "Friday Night Dinner" program. The wounded/injured/ill service members are not only facing difficult medical problems but many are away from their families and friends. A night out from the hospital helps them and any traveling family members to get away from their health issues for a short time and relax. This all helps in the healing process. The "Friday Night Dinners" are about recovery, fellowship and community as much as they are about food. With the help of donations from supporters, The Aleethia Foundation is able to continue to support the tradition of the Friday Night Dinners, to provide special grants and to provide direct and immediate assistance to the wounded/injured/ill service members.

Breakthru Beverage has taken advantage of the national partnership to support the cause on a local level. Throughout April, May and June, a donation will be made to the Aleethia Foundation for every case of Sailor Jerry Rum sold. ■



# YOUR SHOT ★ ★ ★ TO SUPPORT ★ ★ ★ OUR TROOPS



SAILOR JERRY®

BREAKTHRU  
BEVERAGE GROUP

THE  
*Aleethia* ★  
FOUNDATION  
★ supporting those who serve ★

FOR EVERY BOTTLE OF SAILOR JERRY SPICED RUM SOLD BETWEEN APRIL 1ST AND JUNE 30TH, BREAKTHRU BEVERAGE AND SAILOR JERRY WILL DONATE PARTIAL PROCEEDS TO THE ALEETHIA FOUNDATION.

ALEETHIA PROVIDES FRIDAY NIGHT DINNERS TO OUR WOUNDED AND INJURED SERVICE MEMBERS RECUPERATING AT THE WALTER REED NATIONAL MILITARY MEDICAL CENTER.

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