



FOR IMMEDIATE RELEASE

Contact: Laurel Avery

World of Beer Franchising, Inc.

+1-813-836-7269

laurel.avery@wobfranchising.com

WORLD OF BEER BAR & KITCHEN RAISES FUNDS AND AWARENESS FOR PROJECT HOPE

Funds Raised from WOB Gives Back Pints Donated Directly to Life-Saving Organization

Tampa, FL. (January 2021) – [World of Beer Bar & Kitchen](#) is kicking off the New Year by showing support for healthcare heroes around the globe who are battling on the frontlines of the world’s healthcare challenges. From now through March 31st, for every featured WOB Gives Back Pint purchased, World of Beer will donate \$1 to [Project HOPE](#), a global health and humanitarian organization committed to empowering healthcare workers to implement and teach innovative life-saving solutions. Throughout the COVID-19 pandemic, Project HOPE has worked to educate and support countries with medical equipment to combat this viral threat, providing more than 83,000 health care workers with training for COVID-19 and distributing over 11 million pieces of the required equipment.

Available now at all World of Beer Bar & Kitchen locations, guests can show their support for Project HOPE by purchasing any WOB Gives Back Pint, **such as Kona Big Wave, Blue Moon Belgian White, Guinness** and many more. For every pint purchased, \$1 will be donated directly to the life-saving organization. (**Inquire with server for all applicable draft choices.*)

“We are constantly looking for ways to support our communities, especially during this tumultuous and uncertain time,” said James Buell, Chief Brand & Innovations Officer, World of Beer Bar & Kitchen. “Project HOPE is an incredible organization helping to save lives on a daily basis, and we truly hope that funds raised from our WOB Gives Back Program will help them make an impact.”

World of Beer Bar & Kitchen started its WOB Gives Back program in 2019 to connect World of Beer’s staff with customers and communities. Since its inception, the program has raised thousands for a variety of worthwhile causes.

About Project HOPE

Project HOPE operates around the world wherever the need is greatest, working side-by-side with health care workers and their communities, addressing the greatest public health challenges to enable people to live their best lives. We respond to disasters and health crises and stay on in communities long after disaster strikes to help find solutions to epidemics and any other neglected health needs. For more information, visit www.projecthope.org.

About World of Beer Bar & Kitchen (WOB)

World of Beer was founded in 2007 by two best friends in Tampa, Fla. who wanted to create a welcoming place where friends could gather, drink, eat and explore. WOB, the original craft beer bar, boasts hundreds of beers and rotating taps at each location along with signature food menus specifically designed to enhance the flavor of beers. World of Beer has grown to a global franchise with 50+ locations in the United States and China. For more information, visit www.worldofbeer.com.