

Operation Barbecue Relief Teams Up With Wild Turkey® To Give Thanks

Matthew McConaughey and Wild Turkey® have teamed up with disaster relief organization Operation BBQ Relief to give thanks to first responders nationwide as part of the Bourbon brand's "With Thanks" annual charitable giving campaign. The program kicked off today with an event in Los Angeles during which Wild Turkey Creative Director McConaughey, Master Distiller Eddie Russell and a group of volunteers prepared and served turkey dinners for first responders who were critical in the rescue and relief efforts around the recent Saddleridge Fire and the November 2018 Woolsey Fire, both in the Los Angeles area.

Turkey was generously donated by Butterball, official turkey sponsor of Operation BBQ Relief. Throughout the month of November and December, Wild Turkey will support Operation BBQ Relief (OBR), a nonprofit that responds to natural disasters and other situations to help feed displaced residents and emergency personnel. Following the Los Angeles kickoff, the Wild Turkey community will work with OBR to thank first responders in Dallas (11/6), New Orleans (11/13) and Chicago (11/20) with turkey dinners. In addition, the spirits brand will make appearances at local Thanksgiving turkey trots, including the New Orleans Athletic Club's Turkey Day Race and the ThunderCloud Subs Turkey Trot in Austin. As a proud official sponsor of Operation Barbecue Relief, Wild Turkey will also be donating \$50,000 to further the organization's important work. Fans nationwide can donate by visiting <https://operationbbqrelief.org/wildturkey>.

"I'm a Texan by birth, but California is my second home, and it was heart-breaking to watch the devastation caused by the Woolsey Fire last year," said McConaughey, Creative Director of Wild Turkey. "At Wild Turkey, Master Distillers Jimmy, Eddie Russell, and myself, understand

the importance of community and share a passion for recognizing the brave women and men who demonstrate an unwavering conviction to keep our neighborhoods and towns safe each and every day. I'm grateful to be here today to say thank you."

"Wild Turkey is nothing without the community that supports us," said Wild Turkey Master Distiller Eddie Russell. "To honor that spirit, every year we like to recognize people who do extraordinary things to support their communities – and do it with conviction. We are blessed to have our Creative Director, Matthew McConaughey, to help us take action and give thanks this holiday season."

McConaughey has been the Creative Director for Wild

Turkey since 2016. The relationship began upon the actor's inaugural visit to the iconic Kentucky distillery, where he was introduced to the Russells – the Kentucky Bourbon Hall of Fame® father and son Master Distiller team who have 101 years of Bourbon industry experience collectively. McConaughey had an immediate connection with the Russells when he discovered Wild Turkey's devotion to distilling Bourbon the right, unapologetic way. In 2018, McConaughey unveiled his own Bourbon: Wild Turkey Longbranch®, a rare small-batch Kentucky straight bourbon refined with Texas Mesquite.

Stan Hays, co-founder and CEO of Operation BBQ Relief said, "I always knew what we have is special and accepted as mainstream in the BBQ Family. We started as a group of competitive BBQers doing good. Now we're cooking with Wild Turkey, Matthew McConaughey, just served our first international hot meals and served our 3 millionth meal in Freeport Grand Bahamas. This has grown beyond our wildest dreams. It's so humbling."

