Jim Beam®, the world’s number one selling bourbon, and Southern Wine & Spirits (SWS) of New York, a wholesale wine and spirits distributor, have proudly announced their support of the Terry Farrell Firefighters Scholarship Fund. In honor of this worldwide charity which provides much needed financial aid to the sons and daughters of New York firefighters, Jim Beam® bourbon has created a limited quantity of special label 1-liter bottles. SWS will donate $1 from every case of the limited edition bottles sold to retailers in New York to benefit the fund. These special label bottles were made available in on- and off-premise retail locations in the New York metro area beginning in August for a limited time only. Further extending its support, SWS will also donate $1 to the scholarship fund from every case of Jim Beam® White Label 4-Year-Old Bourbon Whiskey, Jim Beam Black® Label 8-Year-Old Bourbon Whiskey, and Jim Beam's Choice® Blended Whiskey sold to retailers in New York during 2006, up to a maximum contribution of $30,000.

An event celebrating the beginning of this partnership took place on the morning of July 7, 2006, in Hicksville, where SWS representatives made a presentation to the brothers of Terry Farrell, a fallen firefighter who along with 342 of his rescue coworkers was a victim of the terrorist attacks of September 11, 2001 and for which the scholarship fund was named.

“The scholarship fund is a true testament to the memory of Terry Farrell...”

The scholarship is open to a child or children of an active duty, retired, disabled or deceased firefighter who is, or has served in the Fire Department of New York (FDNY) or a volunteer department.

“We are honored to donate proceeds from the sale of these limited edition Jim Beam bottles and from the sale of Jim Beam® White, Jim Beam Black®, and Jim Beam’s Choice® bourbon to help raise awareness and provide an opportunity for the children of those who serve or have served the FDNY,” stated Larry Romer, SWS.

“We are proud to support the efforts of SWS to raise funds for this outstanding organization through the production of limited edition special label Jim Beam bottles,” stated David Racicot, Beam Global Spirits & Wine. “Firefighters are true examples of everyday heroes who embody the essence of Jim Beam, ‘The Stuff Inside Matters Most.’”

While keeping with the current look and feel of the traditional Jim Beam® label, special edition labels were created for this fundraising effort. In place of the Jim Beam logo on the face of the bottle is a fire hat bearing the number 343, signifying the number of firefighters in Terry Farrell’s squad who were killed on September 11, 2001. Additionally, the side of the bottle provides details on the sponsorship along with the website address for the fund, www.terryfarellfund.org, which urges consumers to visit the site to make a donation or to learn more.

“The scholarship fund is a true testament to the memory of Terry Farrell, a proud, dedicated and highly motivated firefighter. As supporters of our organization for the past three years, we are thankful for all of the donations made by SWS. We appreciate the increased awareness that was created this year through the added support of Jim Beam and the special label commemorative bottles,” stated Brian Farrell, Terry Farrell Fund president.
Support the Terry Farrell Firefighters Scholarship Fund by purchasing the special commemorative one liter bottles of Jim Beam available at liquor stores and restaurants today.

THE STUFF INSIDE MATTERS MOST.