

**FOR IMMEDIATE RELEASE**

## **EAGLE RARE BOURBON PARTNERS WITH GARDEN & GUN FOR THE TENTH ANNUAL EAGLE RARE LIFE AWARD**

*National award honors a leader or visionary for a \$50,000 grand prize donation*

**(Frankfort, KY) October 3, 2019** — In partnership with *Garden & Gun*, Eagle Rare Kentucky Straight Bourbon Whiskey announces nominations are open online at [gardenandgun.com](http://gardenandgun.com) for the **tenth annual Eagle Rare Life Award**—a national program that honors those making an impact, great or small, in their corner of the world. Eagle Rare and *Garden & Gun* will present the winner of the Rare Life Award with a \$50,000 grand prize to be donated to the charity of his or her choice. In addition to the donation, the crowd favorite will be profiled on *Garden & Gun's* website, where the story of their “rare life” will be shared with even more of the world. To date, the program has awarded more than \$560,000 to 63 different charities.

“We are so proud that the Eagle Rare Life Award continues to bring attention to deserving individuals who are leading a rare life,” says Joshua Steely, brand manager at Eagle Rare. “These rare individuals are heroes for their cause, community, and charities across the country. It’s an honor to help them further their mission through the increased exposure and resources that our award provides.”

Buffalo Trace Distillery, the most award-winning bourbon distillery in the world, created the award in 2011 to honor individuals who lead rare lives, exemplifying courage, leadership, devotion, and heroism. Inspired by the standard of excellence and distinction upheld by Eagle Rare’s award-winning Kentucky Straight Bourbon Whiskey, the program seeks to recognize the everyday people going above and beyond the call of duty in areas of service and sacrifice. From Purple Heart veterans and nonprofit founders to educators going the distance for their students, past winners have shown exceptional character, creativity, and resilience in the face of adversity, making a real difference in the lives of others throughout their journey.

Christian Bryant, vice president and publisher of *Garden & Gun*, says, “It is a privilege and a pleasure to partner with Eagle Rare for the Eagle Rare Life Awards. We are excited to discover some exceptional individuals and shine a light on the work they are doing in their communities.”

### **HOW TO SUBMIT A NOMINATION:**

To nominate a remarkable individual for the annual Eagle Rare Life Award, [submit an application by November 3, 2019](#). The finalists and their stories will be featured on [gardenandgun.com](http://gardenandgun.com) from November 15 to December 6, allowing readers to cast their votes. The winner of the Eagle Rare Life Award will be announced in early 2020.

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**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 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 spirit and winner of 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 [www.eaglerarelife.com](http://www.eaglerarelife.com).

### **About *Garden & Gun***

Garden & Gun is a multiplatform media company that celebrates stories of the American South through powerful journalism, bold photography, exquisite design, and finely curated retail and experiential journeys. The brand is anchored by *Garden & Gun*, the award-winning national magazine launched in 2007 which reports on the South's sporting culture, food, music, art, literature, and people. The coveted audience of 1.6 million is further engaged through the brand's *Whole Hog* podcast, numerous *New York Times* best-selling books, the [Fieldshop by Garden & Gun](#) retail experience, the [Garden & Gun Club](#) restaurant at the Battery Atlanta, and more than 75 events each year. [Visit gardenandgun.com](http://gardenandgun.com) to learn more.

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