



ALABAMA BEER COMPANY  
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THE ALABAMA RIVERS ALLIANCE



## The Alabama Rivers Alliance is excited to announce the launch of the DRIFT (Defending River Integrity for Tomorrow) Fund!

In partnership with Alabama Beer Company, the DRIFT Fund is here to provide rapid financial assistance to organizations facing urgent environmental challenges. Managed by the Alabama Rivers Alliance and supported by a committee that includes the Alabama Scenic River Trail, Waterkeepers Alabama, and Alabama Cup Races, this fund is made possible through a portion of sales from the all-new Alabama LIGHT Beer by Alabama Beer Company.

What does the DRIFT Fund support? The DRIFT Fund aims to provide swift financial relief for organizations tackling sudden, critical needs, including unforeseen pollution incidents, urgent water safety concerns, or community actions against environmental threats. Applications are reviewed on a rolling basis, and the Committee will strive to approve grants within a month of submission.

For years, the Alabama Rivers Alliance has envisioned a way to help our partners across the state respond to unexpected needs. Thanks to the support of Alabama Beer Company, we can now make this vision a reality!

*Want to help?* Look for Alabama LIGHT Beer at local retailers and help support Alabama's rivers with every sip.



VISIT [ALABAMARIVERS.ORG/DRIFT](http://ALABAMARIVERS.ORG/DRIFT) FOR MORE INFORMATION.

