

WHEREAS; throughout history, Black Americans have made significant contributions to the culture, economy, and social fabric of Wisconsin and have played an integral role in shaping the brewing industry in the state; and

WHEREAS; on October 10, 1970, Theodore A. (Ted) Mack Sr. and business associates celebrated the acquisition of Peoples Brewing Company in Oshkosh, making it the first Black-owned brewery in Wisconsin and the United States; and

WHEREAS; today, research shows that Black brewers are underrepresented in the nation's brewing industry, underscoring the need to promote and support Black-owned businesses to advance representation, diversity, and inclusion, increase access to capital, and promote visibility; and

WHEREAS; it is essential to recognize and celebrate the achievements and contributions of Black brewers in Wisconsin, who have overcome challenges and broken down barriers of racial inequality, establishing themselves as pillars of the craft beer community and inspiring others; and

WHEREAS; Black Brewers Day provides Wisconsinites an opportunity to acknowledge, honor, and support the accomplishments of Black brewers and to raise awareness about the diversity within the brewing industry; and

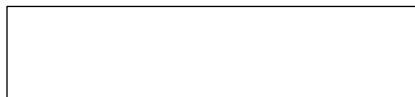
WHEREAS; on this occasion, the state of Wisconsin encourages all Wisconsinites to support Black-owned businesses in their communities and joins local breweries and craft beer enthusiasts in celebrating the contributions of Black brewers in Wisconsin and the nation;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim October 10 2024 as

BLACK BREWERS DAY

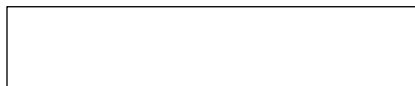
throughout the State of Wisconsin and I commend this observance
to all our state's residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 4th day of October 2024.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State