

WHEREAS; from German-style lagers to craft brews, like IPAs, Wisconsin has a long and proud history of brewing beer, with the tradition dating back to before our statehood; and

WHEREAS; brewed at a higher temperature and using more hops than traditional lagers, IPAs – short for India Pale Ales – have seen a rise in popularity in our state and across our country, reflecting a resurgence in the American craft beer and microbrew industry over the last decade; and

WHEREAS; our state’s craft breweries contribute greatly to their local communities, creating jobs and serving as diverse and welcoming centers of social life, as they have since the first breweries were established in Wisconsin in the 1830s; and

WHEREAS; according to the Brewers Association, Wisconsin’s craft beer-related businesses have added over \$2 billion to our economy since 2011; and

WHEREAS; as we celebrate National IPA Day, the state of Wisconsin joins beer enthusiasts across our state in reflecting on our rich brewing history and responsibly supporting our local breweries and beer-related businesses;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim August 6, 2020, as

NATIONAL IPA DAY

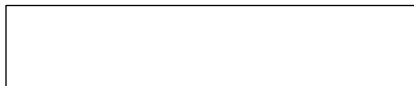
throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

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 16th day of July 2020.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State