

In partnership with New Amsterdam Vodka, Barstool Sports is fundraising to make a difference in the lives of veterans

KANSAS CITY (June 30, 2023) — Barstool Sports, one of the most influential sports, lifestyle and entertainment media brands on the internet recently launched a philanthropic initiative in partnership with New Amsterdam Vodka to support the renovation efforts of selected Veterans of Foreign Wars (VFW) Posts in the lower 48 states. Through this partnership, New Amsterdam Vodka and Barstool Sports seek to make a meaningful difference in the lives of veterans by providing much-needed assistance to a pillar of support within their communities.

Recognizing the invaluable contributions of VFW Posts across the United States, Barstool Sports and New Amsterdam Vodka are committed to giving back to those who have selflessly served their country. Through the campaign, the aim is to raise funds to support the renovation of the common areas of selected VFW Posts, providing veterans with an improved space to gather, connect, and receive support.

As an extension of this initiative, New Amsterdam Vodka has generously pledged \$50,000, further amplifying the impact of the campaign. As part of the fundraising effort, Barstool Sports has launched a limited-edition t-shirt collection, with 100% of the net proceeds being donated to support the campaign.

“We are incredibly honored to partner with New Amsterdam Vodka for this campaign,” said Matthew “Chaps” Cothron, Marine Corps veteran and co-host of Barstool Sports’ podcast Zero Blog Thirty. “The VFW has played a vital role in supporting veterans for more than 123 years, and for us to help improve a Post’s facilities, creating a more welcoming and comfortable space for veterans to come together and find support, is just a small token of our appreciation. We invite everyone to join us in making a difference for veterans.”

VFW Adjutant General Dan West expressed his gratitude for the campaign, stating, “Barstool Sports recognizing the importance of renovating a VFW Post’s common area is a testament to its dedication to veterans. The support and contributions made through this campaign will have a lasting impact on the lives of those who have served our nation in harm’s way and are still serving in communities across America. We are grateful for this opportunity and the positive change it will bring to VFW Posts and the veterans they serve.”

To support the campaign by purchasing a t-shirt or making a donation, or if you are a VFW Post in the contiguous U.S. and would like to apply for the renovation, visit the website here.

About Barstool Sports: Barstool Sports is a leading digital media and sports company that delivers original content, podcasts, and live events across multiple platforms. With a passionate and engaged audience, Barstool Sports is dedicated to providing entertaining and authentic content that resonates with sports fans and pop culture enthusiasts alike. For more information, visit [www.barstoolsports.com](http://www.barstoolsports.com).

About New Amsterdam Vodka: New Amsterdam Vodka was introduced in 2011 and is the fastest spirits brand in history to reach one million cases and five million cases. An inspiring player in the spirits industry, the brand has won various awards and proven to deliver exceptional quality and sleek style. New Amsterdam Vodka comes in an array of award-winning expressions, including: our signature 80 Proof Vodka, 100 Proof Vodka, Peach, Pineapple, Raspberry, Apple, Lemon, Grapefruit, Mango, Red Berry, Coconut, Orange and Passionfruit. New Amsterdam is part of Spirit of Gallo, an award-winning spirits portfolio that includes E&J Brandy, High Noon and more.