

SOUTHERN COMFORT® SUPPORTS HEROES ON THE WATER® TO GIVE BACK TO VETERANS

Will Help Provide Therapy & Wellness Programs to Our Nation's Heroes

LOUISVILLE, K.Y. (April 28, 2021) – [Southern Comfort](#)®, the original ready-for-anything whiskey, is announcing its efforts to honor and engage veterans, first responders and their families on their wellness journey by supporting [Heroes on the Water](#)®. Heroes on the Water is a 501(c)3 not-for-profit organization focused on the healing and rehabilitation of our nation's heroes through outdoors-focused therapeutic programs, such as fishing, kayaking and more.

Heroes on the Water and Southern Comfort share a mutual passion for the great outdoors and the comforts and joy that accompany associated activities. In the spirit of this shared mission, Southern Comfort is raising a glass to veterans everywhere with the release of a new, limited-edition bottle featuring an “Americana” design to celebrate and commemorate our veterans. The release of the new bottle design accompanies Southern Comfort’s larger, national donation to Heroes on the Water to fund alternative wellness programs for veterans, first responders and their families. The experiential programs offered by Heroes on the Water reduce the impact of post-traumatic stress and traumatic brain injury while providing much-needed camaraderie and support.

“Southern Comfort wants everyone to get comfortable outdoors – especially our veterans. Whether it be through fishing, other water activities or simply sipping on a whiskey-forward mixed drink while enjoying a calming lake view, we hope veterans will embrace their comfortably different wellness journeys in the same great outdoors we all know and love,” said Tiffany Wilburn, brand director at Sazerac Company, Inc.

“As the weather warms up, summer serves as a primetime to give our veterans a chance to relax, rehabilitate and reintegrate at their leisure. The support from Southern Comfort will help fund these efforts to support veterans and first responders for years to come,” added Amber Helms, executive director at Heroes on the Water.

Beginning May 2021 for a limited time, customers can purchase Southern Comfort “Americana-themed” bottles at liquor, grocery, and retail stores nationwide. To learn more, visit www.southerncomfort.com and follow the brand on [Facebook](#), [Instagram](#) and [Twitter](#). For more information on how to donate to Heroes on the Water, visit www.heroesonthewater.org and follow the not for profit on [Facebook](#), [Instagram](#) and [Twitter](#).

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About Southern Comfort

Southern Comfort is the original ready-for-anything whiskey that was created in 1874 by M.W. Heron, a man born to do things his own way. His innovative recipe, blending stone fruit and spices with the harsh whiskeys of his time, created an iconic American taste. Nearly 150 years later, Southern Comfort is as one-of-a-kind as ever and enjoyed around the world. Satisfying on its own. Ideal in any mix. This is whiskey on its own terms. Made to be enjoyed on yours. For more information, visit www.southerncomfort.com.

About Sazerac

Sazerac is one of America’s oldest family owned, privately held distillers with operations in the United States in Louisiana, Kentucky, Indiana, Virginia, Tennessee, Maine, New Hampshire, South Carolina, Maryland, California, and global operations in the United Kingdom, Ireland, France, India, Australia and Canada. For more information on Sazerac, visit www.sazerac.com.