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Subject: Will You Brew for Rare Diseases

Dear <INSERT NAME>,

My name is <INSERT YOUR NAME> and I am a volunteer with the [National Organization for Rare Disorders](#) (NORD). I live in <INSERT CITY/TOWN> and am a <INSERT BREWERY NAME> customer.

Jonathan Kowalske, is the owner of Component Brewing in Milwaukee, Wisconsin. His son Mac was diagnosed with a rare disease affecting 300 people worldwide. Rare diseases like Mac's are life-long and life-threatening chronic conditions that can cause physical and intellectual disabilities, among other significant symptoms. He has partnered with the [National Organization for Rare Disorders](#) (NORD) to launch a nationwide beer collaboration, **Zebra Hop**, to raise awareness and money for the nearly 30 million Americans – or 1 in 10 of us - living with rare diseases; more than 50% of whom are children.

With a target release date of Rare Disease Day 2024 (February 29, 2024, the rarest of days), I am reaching out to encourage <INSERT BREWERY NAME> and other breweries across the country to come together to create a unique and delicious beer that will ignite conversations about rare diseases while raising money for this important cause. I hope your brewery will join us in the Zebra Hop collaboration this year!

I know everyone is working on their brew schedules for 2024 so I would like to give you advanced lead time to ensure that everyone can participate. If your brew schedule does not allow time for a new recipe, please consider renaming or relabeling an existing beer you have already planned to brew.

To learn more about the campaign, labels and to sign up as a participating brewery, please visit <http://www.zebrahop.com>

On behalf of Component Brewery, NORD, and the 30 million Americans living with rare diseases across the country, I thank you for your consideration and support.

Sincerely,

<NAME>

<Email>