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**JOIN PAPA'S PILAR® RUM & THE OCEAN FOUNDATION
TO CELEBRATE "WORLD OCEANS DAY" ON JUNE 8**

*Award-Winning, Artisan-Crafted Rum Will Make a Donation for Every
Picture Posted with the Hashtag #PilarPreserves from June 8 through July 21*

Key West, Florida (June 8, 2015) – [Papa's Pilar®](#), the premium sipping rum, will honor the literary giant's adventures on the water by supporting a cause dear to Hemingway and his heirs. In a grassroots effort to make "Papa" proud, the award-winning artisan-crafted rum, will partner with [The Ocean Foundation](#) in their efforts to protect and restore oceans and coastal environments around the world.

From *World Oceans Day* on June 8, through Hemingway's birthday on July 21, the brand will donate \$1 to *The Ocean Foundation* for every picture rum fans take enjoying Papa's Pilar near the water, and post to Facebook, Instagram or Twitter with the hashtag #PilarPreserves.¹ Additionally, the Hemingway family donates 100 percent of their profits from Papa's Pilar Rum to charity, a portion of which will benefit *The Ocean Foundation*.

A partnership with *The Ocean Foundation* is a perfect fit for Papa's Pilar, given its dedication to reversing the trend of destruction of ocean environments, and Hemingway's commitment to conservation. The Foundation supports, strengthens and promotes organizations and initiatives (below) in many of the locations where Hemingway once lived, including Key West, the Caribbean and Cuba, or traversed the nearby seas in his beloved boat *Pilar*:

- **Key West** - proactively restoring sections of damaged seagrass beds in the Florida Keys
- **Caribbean** - partnership with *JetBlue* and *The Clinton Global Initiative* to protect the long-term health of the Caribbean's natural resources, the same location where Papa's Pilar hand-selects some of its premium rum
- **Cuba** – working with *Havana University* to eradicate an invasive species of lionfish and control its impact on Cuba & the Caribbean, the very same water Papa sailed and wrote about in *The Old Man And the Sea*

"We're excited to recognize Ernest Hemingway's legacy and his adventures at sea as we partner with Papa's Pilar Rum," said Mark J. Spalding, President of *The Ocean Foundation*. "We share his love of the ocean and her biggest and fastest fish, and we want to make sure that future generations can see them in all their majesty."

Papa's Pilar was crafted for water enthusiasts who live by the same creed as Hemingway, and is meant to rekindle a sense of adventure in us all. "Papa" lived an epic life full of perpetual motion, and Papa's Pilar was crafted to accompany rum enthusiasts as they sink their teeth into life. Named for his muse and one true constant, *Pilar* is the vessel that allowed America's literary giant to reach beyond the shoreline, feast on life and remind us to never be a spectator.

¹ Up to \$10,000

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The inaugural Dark & Blonde varieties are hand-selected from ports-of-call in the Caribbean, Central America and the U.S.A. for their age, character and maturity, and then solera aged and blended in a unique process using American Oak Bourbon barrels, Port Wine casks (dark only), and finishing in Spanish Sherry casks.

Papa's Pilar Dark is a bold and complex sipping rum and was named "Best Rum in America" by the Caribbean Journal in 2014. At 86-proof, it is both pot and column distilled and boasts hand-selected rums up to 24 years old, and a long, velvety finish. The Expression also won a "Double Gold" Medal at the 2013 San Francisco World Spirits Competition.

Papa's Pilar Blonde, the first categorized 'blonde' rum, is crisp and nuanced and includes column still aged rums 3-7 years old. At 84-proof, it's a premium sipping rum with a layered and exceptionally smooth finish and makes for an indulgent cocktail. Papa's Pilar Blonde was awarded "Best in Class" White Rum at the 2013 Rum Renaissance Festival.

In addition to supporting *The Ocean Foundation*, Papa's Pilar is the "official rum" of the [Coastal Conservation Association of Florida](#) and a partner of the [International Game Fish Association](#).

"We're proud to help raise awareness and funds for the important conservation work of *The Ocean Foundation*," said Lindsey Kops, National Brand Director, Papa's Pilar Rum. "And, we couldn't be more thrilled that the Hemingway family is also supporting this project."

Papa's Pilar rums are available in 750ml bottles in both on- and off-premise accounts in California, Florida, Georgia, Indiana, Maine, Massachusetts, Maryland, Michigan, New Jersey, Rhode Island, Tennessee, Texas and Washington, DC. The suggested retail price of the Dark and Blonde are \$39.99 and \$29.99, respectively. Prices may vary by market.

For more information, please visit www.papaspilar.com "like" us on Facebook <http://www.facebook.com/PapasPilarRum> and follow us on Twitter <https://twitter.com/papaspilar> #PilarPreserves

About Hemingway Rum Company, LLC

Hemingway Rum Company, LLC is a distilled spirits company based in Florida that's dedicated to producing super-premium multi-sourced solera blended artisanal rums. The Company's inaugural offerings are Papa's Pilar® Dark and Blonde rums, incepted and crafted by a seasoned team of best-in-class partners. The Company encourages consumers of legal drinking age to Live Courageously and Drink Responsibly and proudly supports local organizations that serve Ernest Hemingway's adventurous, literary and conservational legacy.

About The Ocean Foundation

The Ocean Foundation ("TOF") is a 501(c)(3) scientific, educational and charitable tax-exempt organization incorporated under the laws of the state of California with headquarters located at 1320 19th Street NW, Suite 500, Washington, DC 20036 USA. The Ocean Foundation (TOF) is a specialized international community foundation with a mission to support, strengthen, and promote organizations dedicated to reversing the trend of destruction of ocean environments around the world.

Papa's Pilar® is a proud member of the *Distilled Spirits Council of the United States* (DISCUS).