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**FOR IMMEDIATE RELEASE**

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***A Greener State of Mind* – Brewing Beer for a Bigger Cause**

**North Liberty, IA –** Big Grove Brewery and GreenState Credit Union have partnered to produce *A Greener State of Mind*, their first-ever collaboration beer, where proceeds will benefit an Iowa environmental charity. *A Greener State of Mind* will be released on Tuesday, October 12th and can be found in select stores throughout the state. Sales proceeds will benefit the Iowa Environmental Council (IEC), Iowa’s largest statewide non-partisan environmental organization. These funds will be used to support improving water quality and expanding outdoor recreation opportunities in Iowa.

“GreenState has been an amazing partner in the building and expansion of Big Grove's Iowa City location. From the start we have enjoyed a truly collaborative relationship with their staff.  Like the team at Big Grove, they spend their time and resources actively engaging in their respective communities to make a positive impact and make each community served a little bit better,” states Doug Goettsch, Co-Founder, Big Grove Brewery. “They came to us with an idea and a vision of what they thought we could accomplish together and then trusted our brewery team to develop a great beer to serve a great purpose.  When two high performing companies combine their talents and resources, great things happen that benefit the state of Iowa.”

“At GreenState, giving back to the community is a priority for us and Big Grove Brewery clearly shares that philosophy,” states Tara Wachendorf, Public Relations Director of GreenState Credit Union. “We are eager to see the impact we can have for conservation efforts across Iowa. This is the start of a long-term partnership, with the Iowa Environmental Council being the first of many charities to benefit from these beer sales.”

“IEC is honored to be a partner in this exciting special release, which will ultimately serve to protect and preserve Iowa’s water and natural spaces through the committed work of IEC’s partners, supporters, and friends. This collaboration is a prime example of IEC’s vision: that business and the environment can and should work together for the benefit of all. This is an excellent way we can have fun, support local businesses, and do good,” says Brian Campbell, Executive Director of Iowa Environmental Council.

Big Grove Brewery is a Platinum Certified Iowa Green Brewery and sales from *A Greener State of Mind* will directly improve the water quality in Iowa’s watersheds. Learn more about IEC’s water quality efforts and other environmental work at [www.iaenvironment.org](http://www.iaenvironment.org).

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