

FOR IMMEDIATE RELEASE



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Great beer for a great cause: introducing Hamma Hamma Double IPA

Zeeks Pizza and Schooner Exact Brewery collaborate; Olympic National Park to benefit

Launch party 5:30 p.m. Tues, Nov. 10th at Zeeks' Queen Anne location, 1915 Queen Anne Ave N, Seattle

Seattle, Wash. – Zeeks Pizza in Seattle has collaborated on an exclusive beer with Schooner Exact Brewery and in a unique twist, decided to name it after Hamma Hamma Falls in Olympic National Park. Then, taking it one step further, they're partnering with Washington's National Park Fund to donate a portion of the proceeds to Olympic National Park, where the beautiful Hamma Hamma Falls are located.

Every time Zeeks pours Hamma Hamma Double IPA in the greater Seattle area, 5% of the sales will be donated to Olympic National Park through Washington's National Park Fund.

Schooner Exact and Zeeks have been business partners and friends for many years. When they decided to collaborate on a new beer exclusive to Zeeks, Tommy Brooks, Zeeks Director of Operations, got together with Schooner owner Matt McClung to create the recipe. Loosely based on Evergreen IPA, a seasonal beer Schooner makes once a year, Hamma Hamma IPA is double IPA brewed with Pale, Crystal, Munich and Rye malts. Hop character comes from aggressive late additions of Simcoe and Amarillo hops.

"Hamma Hamma is a sleeping giant that drinks like its little brother, Evergreen IPA," said McClung. This special release is guaranteed to run through December, so make it into Zeeks while it is available.

"We needed a name – a unique name. We threw a dozen or so pretty bad ideas back and forth until one morning it dawned on me it would be cool to tie it to the hop profile of the Simcoe hops used in the beer and grown in the Northwest," said Brooks. The Simcoe hops used in the beer have woody, piney notes.

Zeeks will host a launch party at 5:30 p.m. on Tuesday, November 10th at Zeeks' Queen Anne location, 1915 Queen Anne Avenue North in Seattle. Those attending will include Olympic National Park Superintendent Sarah Creachbaum and other park staff.

“The idea of partnering with Washington’s National Park Fund came to me after reading about how our national parks are losing funding, which is absolutely tragic,” said Tommy Brooks, Zeeks Director of Operations. “I think Zeeks is in a unique position to help out in a meaningful way. The beer is being poured at up to 13 locations, and what is cooler than drinking good beer for a good cause? Zeeks is very much a local, Northwest company tied to the communities we operate in, and partnering with Washington’s National Park Fund just made a lot of sense.”

Washington’s National Park Fund, 1904 Third Avenue, Suite 400, Seattle, WA 98101 www.wnpf.org

Washington’s National Park Fund is the *only* philanthropic organization dedicated *exclusively* to supporting Mount Rainier, North Cascades and Olympic National Parks through charitable contributions, operating under a Partnership Agreement between each national park and the Fund. Our mission is to raise private support to deepen the public’s love for, understanding of, and experiences in Mount Rainier, North Cascades and Olympic National Park. Annually, the park superintendents submit a wish list of projects that, except for charitable contributions, could not otherwise happen. Over the past seven years, more than \$2.5 million has been contributed to the Fund. 100% of donations to Washington’s National Park Fund stay right here in Washington for the benefit of Mount Rainier, North Cascades and Olympic National Parks. www.wnpf.org

Zeeks Pizza, 419 Denny Way Seattle, WA 98109 www.zeekspizza.com

Zeeks Pizza was founded under the simple premise that pizza should be flavorful, not just cheap and fast. You need to care about things like what kind of flour and cheese you’re using and know where it’s coming from and how it’s handled. You need to do things like chop your herbs fresh every day. You need to wake up early and make dough every morning. You need to hand-toss and make every pizza to order. Your pizza needs to be baked by real humans in real ovens. It needs to get to your table or door before it’s done steaming. We’ve been serving real food since before real food was cool. Zeeks has 13 locations, most recently opening in Lynnwood.