

Contact:

Bruce Downes, Willie's Superbrew
802-598-5798
bruce@superbrew.com

Truro, MA - [Willie's Superbrew](#), the Cape Cod-born hard seltzer, is celebrating its origins and kicking off summer with a goal to clean every beach on the Cape.

Starting with a Cape-wide cleanup 6/13-6/14, they will be cleaning 600 miles of beaches, and are looking to get anyone and everyone involved. In light of the complex circumstances around COVID-19, they've also implemented strict social distancing policies to keep participants safe, including signing up to "reserve" areas of beaches for cleanup.

"We were worried we might have to cancel the event due to the unfortunate reality of COVID, but we realized that it could be the perfect way for people to get outside, help their community, and do it safely. Everyone is cleaning together, but spread out over 600 miles of coastline," said Nico Enriquez, Founder & CEO of Willie's.

"This has been a project we wanted to take on for a long time," Enriquez said. "5 years ago, this whole thing started because I met Willie right on Longnook Beach, and we wanted to find a way to celebrate that. The Cape has always been so important to us, both the beaches and the people."

When Willie passed away late last year, the Willie's team wanted to find a way to turn tragedy into impact and came back to the idea of honoring his favorite place in the world. "We've always had our environmental pledge, and we have donated to various causes that we love, but this year it felt right to do something more direct with our efforts."

Cleanup Information:

Willie's will supply trash bags, trash disposal coordination, and PPE for any volunteer interested, with beach "reservation" available at superbrew.com/beach-cleanup-signup.

Anyone is able to go and register their group, with only one group per beach per day to allow for proper social distancing. All details will be included in confirmation emails, including an invite to a virtual Happy Hour with live music after the cleanups.

Willie's encourages anyone to attend and hopes to clean as many of the 113 beaches that weekend as possible, with cleanups later in the summer to be coordinated.

Willie's has worked with the National Park Service, town governments, and the [Center for Coastal Studies](#) to develop a cleanup plan that accommodates safety, COVID, and environmental considerations, so they ask participants to follow all guidelines laid out at signup.

About Willie's

Willie's Superbrew is a hard seltzer blended with real fruit. It's gluten-free and low in carbs and calories, but we brew with thousands of pounds of real fruits and spices, meaning it's bursting with real flavor. It's about drinking real: a drink made from real ingredients, by real people, with real impact. Because that's how it all started; a goat farmer met a surfer on a beach worth protecting. Willie shared his ginger brew, and they started selling it at Cape Cod farmers markets in 2015. Since then, they've expanded into nine states and built a passionate team of people working to change alcohol.