



FOR IMMEDIATE RELEASE

## Rogue Goes to the Birds

NEWPORT, OR, March 28, 2008 (Rogue Wire Service) – On April 4, 2008, Rogue Ales will release **Great Egret Pale Ale** in honor of the 100th Anniversary of the Malheur National Wildlife Refuge.

April 4th marks the kick off of the 27th Annual John Scharff Migratory Bird Festival, held in Burns, Oregon. During the Migratory Bird Festival, avid birdwatchers gather to view thousands of migratory birds as they rest and feed in Oregon's high desert. The festival also includes work shops, an art show, and bird watching tours in the Malheur refuge such as "Owl Prowl" and "If Llamas could Fly."

In 1908, President Theodore Roosevelt designated Malheur a National Wildlife Refuge after State Game Commissioner William L. Finley sent President Roosevelt photos of attacks on the indigenous wildlife by hunters. At that time an ounce of feathers from a Great Egret during breeding and nesting cycles was worth more than an ounce of gold.

The Malheur Refuge is located in the southeastern corner of Oregon in a region known as the Northern Great Basin and spans an area 40 miles long and 39 miles wide with over 187,000 acres of habitat including wetlands, riparian areas, meadows and uplands.

22 ounce serigraphed bottles of Great Egret Pale Ale can be purchased at retail locations throughout the Burns area and will also be available for sale at the Migratory Bird Festival. A portion of the proceeds will benefit the Malheur National Wildlife Refuge.

Great Egret Pale Ale is a German-style Maibock made with Rogue's proprietary "Pacman" ale yeast. It is deep honey in color with a malty aroma, rich hearty flavor and a well balanced finish. Great Egret is created from Northwest Harrington, Klages, Maier Munich and Carastan malts, along with Perle and Saaz hops. It uses only Free Range Coastal Water and is free of additives, preservatives and chemicals.

This is the second release of a 100th Anniversary Bottle for an Oregon National Wildlife Refuge. In 2007, Rogue released Puffin Pale Ale for Three Arch Rocks Refuge's 100th Anniversary celebration.

**VISIT THESE SITES FOR MORE INFO:** [WWW.MIGRATORYBIRDFESTIVAL.COM](http://WWW.MIGRATORYBIRDFESTIVAL.COM) | [WWW.FWS.GOV/MALHEUR](http://WWW.FWS.GOV/MALHEUR)

Celebrating its second century, Rogue Ales is an Artisan Varietal Brewery founded in Oregon in 1988, as one of America's first 50 microbreweries. Rogue has 550+ awards for taste and quality and is distributed nationally and in 10 other countries.



8 Ingredients: Northwest Harrington, Klages, Maier Munich & Carastan malts; Perle & Saaz Hops, Free Range Coastal Waters and Top Fermenting PacMan Yeast  
NO CHEMICALS, ADDITIVES OR PRESERVATIVES

At the turn of the 20th century, an ounce of feathers was worth more than an ounce of gold. Plume hunting for the fashion industry was decimating nesting populations of migratory birds. Because only the feathers that are grown during the breeding and nesting cycle were valued, these birds were attacked when they were trying to raise a family. State Game Commissioner William L. Finley used photos of widespread breeding colonies littered with broken eggs, nests, and rotting carcasses to compel President Theodore Roosevelt to designate Malheur a National Wildlife Refuge in August of 1908.

Oregon Brewed • Established 1988



Oxygen Fixing Caps

160 PLATO 40 IBU

78 AA 160 L

