



PRESS RELEASE

FOR IMMEDIATE RELEASE – September 26, 2022

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**Rock Steady Round ONE Event October 1 to Benefit Empower Parkinson, Inc.,
Serving People with Parkinson’s Disease and their families and friends**

- **Knockout Round ONE Beer Release to benefit funding efforts for new Wellness Center**

ONCO Fermentations (ONCO), Tully’s brewery and tasting room, is inviting the public to their next charitable beer release event, Rock Steady Round ONE, to be held October 1, 2022, from 1pm-9pm at the brewery located at 397 NY Rt 281 in Tully.

The event is being held to draw awareness to Empower Parkinson, Inc. a not-for-profit organization dedicated to supporting people with Parkinson’s Disease. Their mission is to provide a holistic program of wellness and prevention, empowering people with Parkinson disease to “fight back” to maintain their functional abilities and to age well.

According to Patrick VanBeveren, Executive Director of Empower Parkinson, Inc., “It takes on average 10 years for a person to be fully diagnosed with Parkinson’s Disease, and then they are generally sent home to ‘check back’ every few months, with no real support system in the community. Empower Parkinson’s goal is to elevate the awareness and provision of services and support for people with Parkinson’s Disease, including the Rock Steady Boxing program.”

Empower Parkinson, Inc., is a 501(c)(3) Charitable Organization that began in February of 2017 as Rock Steady Boxing Syracuse and evolved to be a not for profit in October 2018. In five short years, they have grown from having only 10 boxers to now serving over 150 members who participate in a range of programs, and a community of over 500 people connected to Parkinson's.

ONCO will be releasing a beer brewed specifically for the event, called Knockout Round ONE, with a portion of draft and can sales from the sale of this beer going to Empower Parkinson’s efforts to fundraise for the building of a new Wellness Center. The Wellness Center’s goal is to offer comprehensive services and support for people with Parkinson’s Disease.

The Board of Empower Parkinson worked with ONCO's head brewer and owner, Brian Bullard, to decide on a beer style together for the event. They chose a Hazy Pale Ale as the Round ONE beer. (A Round TWO event is planned for early next year, with Knockout Round TWO beer planned as a lager style).



Rock Steady Round ONE is a family friendly event, with ONCO'S 159 food truck scheduled to be in the beer garden. There will be wine and cider along with other beer selections and non-alcoholic options in addition to the Knockout Round ONE beer.

In addition to the beer release, there will be a silent auction and 50/50 raffle portion during the first part of the event as well as information stations. The Sweats, a fun rock band out of the Finger Lakes, perform from 4-7pm.

Whatever Knockout Round ONE beer isn't sold by the end of the event at 9 pm will continue to be offered at the tasting room the following week(s) and a portion may be made available for distribution. A portion of all Knockout Round ONE drafts and can sales will be donated to Empower Parkinson.

For more information about the event itself, please reach out to Erin at onco@oncoferment.com. For information on donating toward the event or donating to the foundation in general, please reach out to Empower Parkinson via their website, <http://www.empowerparkinson.org> or via email at empowerparkinson@gmail.com.

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About ONCO Fermentations: ONCO Fermentations, Inc. is an award-winning nanobrewery and tasting room with indoor and outdoor beer gardens located at 397 NY Rt 281, Suite O, Tully, NY 13159. Formed by Brian and Erin Bullard in 2018 and opened to the public in March 2019, the company is community focused and releases many beers that are tied to an individual (usually for fun) or for a charitable cause (with a portion of beer sales going to that cause).

Past releases (focused on causes) have included:

- "Hazel's Way" (via a daylong Hazel FEST event held September 11, 2022 to support <http://www.hazels-hope.org>; cans sold out in one day and proceeds from the taproom sale of Hazel's Way drafts are still being collected);
- "All Together" (a nationwide collaboration in 2020 to support the hospitality industry during the pandemic) with a portion of proceeds going to support keeping staff employed at three local restaurants - cans sold out in one weekend;
- "Curtain UP" (a nationwide collaboration in 2021 supporting the arts). ONCO donated a portion of the proceeds to local musicians struggling during the pandemic;
- Two "Fire & Pipes" (red ale) release parties raising funds for the Tully Hose Company;
- "Future Generation" (a Pilsner) with a portion of funds raised donated to the Tully Free Library); and
- "Heiberg Sugar Shack" (an imperial brown ale brewed with ESF maple syrup and sold in bottles) with a portion of funds from sales donated to ESF's internship program.