

State of North Carolina

ROY COOPER
GOVERNOR

A DAY IN RECOGNITION OF THE CHEERWINE FESTIVAL

2020

BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA

A PROCLAMATION

WHEREAS, in 1917, Lewis D. Peeler founded Cheerwine in Salisbury, North Carolina; five generations later, Cheerwine remains one of the oldest continuously family-operated companies in America; and

WHEREAS, Cheerwine employs hundreds of hard-working North Carolinians, contributing to our state's economic prosperity; and

WHEREAS, for over a hundred years, North Carolina residents have enjoyed Cheerwine during some of the most cheerful moments of their lives, including holidays, family cookouts, weddings, and summer vacations along the North Carolina coast; and

WHEREAS, Cheerwine has given back to the community, supporting numerous nonprofit organizations in our state through various charitable efforts; and

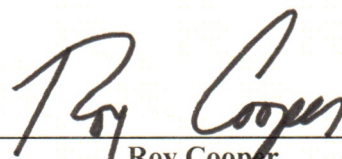
WHEREAS, since 2017, the Cheerwine Festival has been hosted annually on the third Saturday of May in its hometown of Salisbury to celebrate its home state; and

WHEREAS, in just a few years, the Cheerwine Festival has boosted the state's economy by millions; its 2019 event drew approximately 60,000 attendees from all over the United States and resulted in an estimated economic impact of \$1.5 million; and

WHEREAS, the State of North Carolina is proud to be home to this historical company, and commends its decades of work in bringing our residents together through the simple act of sharing and enjoying a soda;

NOW, THEREFORE, I, ROY COOPER, Governor of the State of North Carolina, do hereby proclaim May 16, 2020, as **"A DAY IN RECOGNITION OF THE CHEERWINE FESTIVAL"** in North Carolina, and commend its observance to all citizens.





Roy Cooper
Governor

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of North Carolina at the Capitol in Raleigh this fifteenth day of May in the year of our Lord two thousand and twenty and of the Independence of the United States of America the two hundred and forty-fourth.