

State of North Carolina

ROY COOPER
GOVERNOR

CHEERWINE DAY

2023

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

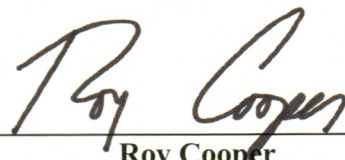
WHEREAS, since Cheerwine's 100th anniversary in 2017, the soft drink has held a Cheerwine Festival on the third Saturday of May on the downtown streets of its hometown, Salisbury, North Carolina; and

WHEREAS, the annual event draws tens of thousands of attendees from across the country to North Carolina and, since its inception, has generated millions of dollars for the city and state economies; 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 20, 2023, as "**CHEERWINE DAY**" 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 seventeenth day of May in the year of our Lord two thousand and twenty-three and of the Independence of the United States of America the two hundred and forty-seventh.