



*Advocating the views of convenience stores, supermarkets,  
independent grocers, wholesalers and consumer product vendors.*

**FOR IMMEDIATE RELEASE**  
**March 11, 2013**

**Pennsylvania Food Merchants Urges All Members  
and their Customers to Visit FreeMyBeer.com  
and Push for Convenient Alcohol Sales**

Camp Hill, PA — The Pennsylvania Food Merchants Association (PFMA), the state's advocate for food retailers, continues its efforts toward modern and convenient alcohol sales by urging all members and their customers to take action.

"Visit FreeMyBeer.com today and send a message to your legislators," said Alex Baloga, PFMA director of government relations. "Showing your support for the governor's privatization plan is vital to reforming Pennsylvania's alcohol sales system and gaining convenience and choice for your customers."

FreeMyBeer.com is very user-friendly, allowing anyone over the age of 21 to type in their address, locate their legislator and send them a message. Visitors can also join the conversation about alcohol sales reform on the Free My Beer Facebook page at <https://www.facebook.com/freemybeer>, and they can ask their friends to get involved by sending them an email at the site.

The association has point-of-sale materials available to engage customers and encourage them to contact their lawmakers about alcohol sales reform. The materials include postcards that they can mail directly to their legislators, tear off sheets with the FreeMyBeer.com website address, buttons, table tents, pump toppers and other marketing material. Contact PFMA at 800-543-8207, x 5516 or [pfma@pfma.net](mailto:pfma@pfma.net) for more information.

"We're asking all PFMA members to support the Corbett plan for Pennsylvania to bring convenience to consumers," said PFMA President and CEO David McCorkle. "This plan is also an important economic development initiative that will return wine, spirit and beer sales that are now going to Maryland, Delaware, New Jersey, Washington DC, Ohio and other surrounding states."

Visit FreeMyBeer.com to support convenient beer and wine sales in supermarket and convenience stores. For more information on the Pennsylvania Food Merchants Association, visit [www.pfma.org](http://www.pfma.org).

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