

TODAY[☀] is a Good Day

Helping families navigate
the NICU journey

For Immediate Release

March 3, 2020

Chestnut Hill Brewing Company brews special Today is a Good Day IPA for a good cause!

Be the First to taste the limited edition Today is a Good Day IPA

–Philadelphia, PA –

Today is a Good Day, a local non-profit providing personal and financial support for families with babies in the Neonatal Intensive Care Unit (NICU), will host their launch event for the limited edition, Today is a Good Day IPA, on Friday, March 6 from 7-11pm at Chestnut Hill Brewing Company in Chestnut Hill, PA (8221 Germantown Avenue, Philadelphia, PA 19118). Chestnut Hill Brewing Company is donating 10% of all food and beverage sales from this special event to Today is a Good Day. This free event is a kick-off for Today is a Good Day's Annual Pints for Premies signature fundraiser, which will take place on Saturday, April 4, 2020 at Flourtown Country Club.

“We are grateful for the partnership with Chestnut Hill Brewing Company. This is the first time we’ve had a beer named after our organization. We are excited for a fun night out to tap the first keg and taste the special brew.” said Martha Sharkey, Founder & CEO of Today is a Good Day.

The event will not only celebrate the new beer but will also get your singing voice ready as karaoke will kick off at 8pm at the Market at the Fareway behind the Chestnut Hill Hotel. Parking is limited. Public transportation or ride sharing is recommended.

“People love the IPA, and it’s also Martha’s favorite style of beer,” Lindsey Pete, owner of the Chestnut Hill Brewing Company said. “While the Today is a Good Day IPA is on tap, we will donate 10 percent of that beer sale to Today is a Good Day. We’ve used three different types of Hops in this special brew – amarillo, simcoe, and ekuanot giving it the floral aromas, along with the citrus, lemon, and orange flavors.”

About Today is a Good Day

Today is a Good Day was founded in 2014 by Martha and her husband Paul Sharkey after their own personal experience navigating the NICU rollercoaster with their twin daughters Mary and Claire. After a traumatic birth at Abington Hospital at only 23 weeks gestation, daughter Mary was not able to recover from a devastating infection. This organization was formed in memory of her and in honor of her identical twin sister, Claire, who beat many odds to come home and thrive after a grave prognosis.

To date, Today is a Good Day has provided care packages (including journals, knitted bonding squares, books, water bottles, bracelets, and gift cards) to over 4000 families at Abington Hospital, Crozer Chester Medical Center, Einstein Montgomery and Philadelphia Hospitals, Delaware County Memorial Hospital, Virtua, Nemours/Alfred I. duPont Hospital for Children, Children's of Wisconsin, Philadelphia Ronald McDonald House, and upon request. In addition to the care packages, Today is a Good Day hosts inspirational and supportive Listening Sessions at several of the hospitals, provides families with financial support for added expenses (such as utility bills, car seats, transportation expenses, pack-n-plays, and lodging), and manages a website to provide the online community with resources.

For more information about Today is a Good Day, Pints for Premies, or the Karaoke and Keg Tap for Limited Edition IPA, visit www.todayisagooodday.org. Follow the Today is a Good Day story on social media, [@TodayisaGoodDayPA](https://twitter.com/TodayisaGoodDayPA).

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