

MEDIA BRIEF – UNITED STATES

Animals & Ales 2026

Campaign Overview

Animals & Ales is a cross-border pet photo fundraiser that unites local breweries, animal lovers, and communities to raise funds for veterinary care in underserved and crisis-affected settings.

From **February 23 to March 16, 2026**, pet guardians are invited to submit photos of their animals, gather votes, and help support animal health programs through a fun, community-led campaign hosted by participating craft breweries.

The campaign is led by **Veterinarians Without Borders North America (VWB)** in partnership with breweries across the U.S. and Canada.

What Makes This Newsworthy

- **Local stories within a larger effort:** Each brewery activates its own community while contributing to a shared cause.
- **Highly visual:** Pet photography and custom beer labels offer strong imagery for digital and print coverage.
- **Community impact:** Funds raised support emergency veterinary care, preventive services, and long-term animal health programs.
- **Multi-state participation:** Breweries across diverse U.S. regions are involved.

Where It's Happening (United States)

Participating breweries are located in:

- **North Carolina:** Mt. Holly, Mebane, Mooresville
- **Michigan:** Grand Haven
- **Arizona:** Fountain Hills
- **Virginia:** Glen Allen
- **Alaska:** Denali
- **New Jersey:** Montclair
- **Tennessee:** Nashville

How the Campaign Works

1. Pet owners submit a photo through a participating brewery's contest page.
2. Community members vote to support their favourite pets.
3. Winning pets appear on limited-edition beer labels.
4. Funds raised support animal health and emergency response efforts.

Campaign Links

- **Animals & Ales U.S.:** <https://www.vwb.org/site/animals-and-ales-us-2026>
- **Press release:** <https://www.vwb.org/site/blog/2026/02/17/press-release-aa2026>

Media Contact

Tanja Kisslinger

Director of Communications

Veterinarians Without Borders North America

Email: tanja@vwb.org

Cell: +1 613 413 5776