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Ray's Reserve Limited Edition Kentucky Bourbon Weeks Away

All Profits Support Scholarship for Women

WRIGHTSVILLE BEACH , NC, December 20, 2018— Former Baltimore Ravens pro football star Ray Lewis is again funding a scholarship for women in need through the offering of his second barrel of 100 bottles of *Ray's Reserve* Kentucky bourbon for limited public sale.

All profits from the sale of limited-edition bottles of *Ray's Reserve* will support the Time to Shine Scholarship & Internship Program for Women. This scholarship will assist both high school and college female students, specifically targeting women who provide financial support for their families, by giving them a hand up to improve their education, skills and employment prospects. Time to Shine Scholarships can also be awarded to female recipients who have overcome extraordinary obstacles, including poverty, domestic violence and alcohol or drug abuse.

“Our world becomes a better place when everyone has an equal opportunity, men and women alike,” said Lewis. “So, it’s important to me to offer a hand up and an open heart to help provide a better life to women who are ready for their next step. None of us, including me, gets to where we are without the help of others. So, it’s my turn to give back.”

Community colleges are well-known as prime incubators for the next generation of skills and talent, and often serving non-traditional and low-income students. Recent statistics show that 38 percent of all undergraduate students are enrolled in two-year institutions, and 49 percent of college graduates have received at least some of their education at a community college before earning their bachelor’s degree.

Daytoon Distillers & Distributors has worked with Lewis to create a new t-shirt design that will coordinate with the upcoming release of the second-year bourbon. All profits from the sale of the 1,000 *Ray's Reserve* t-shirts will also fund the Time to Shine Scholarship.

Bottles will be available for sale on January 15, 2019. The limited-edition Kentucky bourbon sold out within five hours on the first day of public offering in 2017. Fans and collectors who purchased a bottle from the premiere batch in 2017 will be offered the first right of refusal for the upcoming yield.

Ray's Reserve is the flagship brand and the first of four major alcohol brands to be released in the coming years by parent company Daytoon Distributors. Lewis serves as co-founder and CEO of the company. This year’s bottles will depict a roaring lion as a nod to Lewis’ signature tag line, Roar Responsibly, which encourages safe and smart practices when consuming alcoholic beverages.

Lewis is also using his alcohol brand platform to bring back what he terms the Return of the Gentleman. “It’s the dawning of a new movement with peace and civility returning to all men and women,” said Lewis. “I want to bring back the time when men were men, and men respected women... when men opened doors for women and acted as a consummate gentleman.”

Lewis was inducted into the Pro Football Hall of Fame class of 2018 earlier this year. Selected on the first ballot, Lewis was honored by the tribute as the greatest middle linebacker of all time.

Reservations for individual bottles of Ray’s Reserve can be made online via RaysReserve.com and payments posted on www.Team52USA.com.

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For us, the journey has only begun! Our future together is bright. If you’d like more information about this topic, or if you’d like to schedule an interview with Mark Bloomquist or Ray Lewis, please call 336-420-8060

<http://daytoon.com/>

Daytoon \dā-tūn\ *n* (2012) **1** : a daydream that is finely tuned **2**: the moment when the sun first breaks the horizon **3**: a sublime goal that fosters greatness and transcends excellence