



## EVENT PROMOTION RELEASE [Draft]

Contact: Chelsea Carter

Marketing Liason

Contact@TheCarterStandard.com

## FOR IMMEDIATE RELEASE

October 2022

**Cincinnati, OH:** poti9n, a Black-Owned alcohol manufacturer founded in Cincinnati in 2017, has reached a milestone of creating impactful change in their community through the creation of their spirit brand for 5 years. poti9n's team has worked to donate ~\$75,000 from their bottle sales to multiple organizations in the city of Cincinnati for Breast Cancer Research, Suicide Prevention, HIV/AIDS Prevention and Racial Equality. Their goal is to continue to expand their distribution and products across the country to generate more sales and in return give them the opportunity to donate more funds to the causes that their brand was founded upon.

In celebration of the 5-year business anniversary, poti9n will hold a special event in their new office space in Downtown, Cincinnati. It is their hope to showcase their product to new and returning customers, while also thanking their very-own city for the support over these 5 years. Co-Founder, René J. Cheatham III, stated "The community is the backbone of our brand and success. Our goal is to be a household name, but we will never forget the foundation that Cincinnati has given us and the people here that helped us on our journey". No matter the amount of success, Cincinnati will always be a special place for poti9n and is the backstory of the name of the ready-to-drink cocktail brand. The "9" in poti9n is created by the sum of "5-1-3", which is the area code of Cincinnati and hometown to both founders. This sum of "5-1-3" also symbolizes the community coming together to create positive change.

More event details will be released two weeks prior to the event in October. All details and ticketing information can be found on poti9n's website, [poti9n.com](https://poti9n.com). You can always contact the poti9n team with a message to their Instagram page, [@poti9n](https://www.instagram.com/poti9n) or email to [hi@poti9n.com](mailto:hi@poti9n.com).

### About poti9n:

poti9n is a minority-owned, privately held alcohol manufacturer based in Cincinnati, OH. Our mission is to be a go-to specialty cocktail offering involved in making a difference in our very own backyards. We are committed to the fight against systemic poverty and pride ourselves on being able to drive solutions and generate awareness around causes which are plaguing our very own communities.

Poti9n.com | [hi@poti9n.com](mailto:hi@poti9n.com) | Cincinnati, OH

*"Let's Have a Drink, Live with Hope and Make an Impact Together!"*