



For Immediate Release:

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The Greene Turtle in Lewes, DE raised \$6,384 for Big Brothers Big Sisters of Sussex County

Lewes, DE: The Greene Turtle in Lewes donated \$6,384 to Big Brothers Big Sisters of Sussex County after selling the first 20 mugs of their “mug-club” at a silent auction earlier this month.

The Greene Turtle, a Maryland-based sports bar and grille franchise, has a mug-club at every location which serves as a loyalty program for their customers.

After an initial membership fee, mug-club members receive discounts on their drinks. For \$35, Lewes patrons can purchase a numbered mug that remains theirs for the life of the establishment.

Recently listed on Delmarvanow.com as one of “Five New Year's resolutions you'll actually want to keep”, the popularity of The Greene Turtle mug-club at other locations led to the charity silent auction.

According to General Manager Jim Affeldt, mug #1 auctioned for \$1,500 while mug #17, the second highest bid, went for \$1,200.

Mr. Affeldt and his staff will present a check for \$6,384 to the local Sussex County Big Brothers Big Sisters representative later this week.

The Lewes location, which opened in January, sold over 400 mug memberships within the first week of business. As with any The Greene Turtle, the mugs hang numerically in order over the bar.

The Greene Turtle has been an area tradition since opening in Ocean City in 1976. Now with 19 total locations in Maryland, Delaware and D.C., the company continues with plans to grow throughout the Mid-Atlantic region. Visit www.thegreenturtle.com or email

info@thegreenturtle.com for the Greene Turtle nearest you and all the latest events

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