

# Illinois Wesleyan launches beer collaboration with Destihl

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BLOOMINGTON — Illinois Wesleyan University is partnering with Destihl Brewery, of Normal, to release a custom beer called “IWU Brew.”

The collaborative beer will debut for Titan fans during IWU Homecoming celebrations, with an event from 11 a.m. to 1 p.m. on Oct. 5, at Tommy’s restaurant in the lower level of the Hansen Student Center, 300 E. Beecher St. in Bloomington.

IWU Brew, which is pronounced “I-WOO brew,” will be available for purchase at the event in addition to barbecue sandwiches, and free snacks will be provided by Beer Nuts.

IWU Brew is described by Destihl as an American golden ale that “embodies the rich tradition and vibrant energy Titan pride, with subtle malt sweetness balanced by a crisp, clean finish,” according to a news release.

A portion of revenue from the

IWU Brew sales will benefit The Wesleyan Fund.

The IWU School of Business and Economics will host a tent outside Tommy’s during homecoming with games and a charity raffle to support the Falling Forward Foundation, founded by alumnus Sam Porritt.

According to a news release from the university, the IWU Brew project began in a capstone entrepreneurship class, taught by Sarah Gliege, director of the Illinois Small Business Development Center of McLean County.

Senior students were paired with local businesses to elevate branding, problem solve and identify collaborative opportunities. The class also spent time identifying potential names for the new Destihl beverage that aligned with Illinois Wesleyan’s branding and identity while working the university’s marketing team for design and promotion.

“The goal of this project is to



ILLINOIS WESLEYAN UNIVERSITY  
Illinois Wesleyan University is partnering with DESTIHL Brewery, of Normal, to release a custom beer named “IWU Brew.”

energize IWU’s family, friends and alumni, to promote IWU, and to celebrate our institution and the impact we make on our students and the community. This partnership is exciting primarily because of the student involvement in the collaborative business and marketing process and

planning with Destihl,” said Bryan McCannon, dean of the School of Business and Economics. “We take pride in our business education at IWU and differentiate ourselves from other institutions in the focus on experiential learning. Students at IWU go beyond reading textbooks and participat-

ing in class lectures.”

Matt Potts, founder and CEO of Destihl, said he is excited about the brewery’s partnership with IWU, as it offers “a unique way for us to give back to the community by raising funds for IWU while providing educational opportunities for students studying business, marketing, entrepreneurship and design. It also helps build the IWU brand and a nostalgic connection over time for its alumni, staff, fans and supporters.”

In addition to the homecoming launch event, IWU Brew will be available for purchase at local participating retailers, restaurants and bars, including Destihl’s Beer Hall and Restaurant locations in Normal within the next two weeks.

Destihl plans to continue brewing and growing IWU Brew long term.

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# Bloomington, Normal care about the air

Groups band together to monitor local air quality

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BLOOMINGTON — The Ecology Action Center, with several community partners and a grant from the U.S. Environmental Protection Agency, has launched BN-CARE, a program to monitor air quality in the Twin Cities.

The Bloomington-Normal Community Air Research and Education project launched Wednesday with three state-of-the-art, solar-powered air quality monitors stationed at three places in the county: one at Fairview Park in Normal, one on west Washington Street in Bloomington and one on West Market Street in Bloomington.

In a press conference near the air monitor installed at 918 W. Market St., property owned by Mt. Pisgah Baptist Church, EAC Executive Director Michael Brown said the program greatly expands air quality monitoring in the county.

“The reality is that, until today, we’ve had only one — one air quality monitor representing all of McLean County,” Brown said.

That monitor, operated by the Illinois Environmental Agency, is on the campus of Illinois State University, he said.

The three additional monitors, each one costing around \$75,000, will help the EAC, local government agencies and residents themselves understand what pollutants are in the air they breathe, Brown said.

Projects like this, spearheaded by the EAC, show the nonprofit has a forward-thinking mission, said State Rep. Sharon Chung, D-Bloomington.

“Something like this is just a really huge community undertaking,” she said. “And it show that, you know, folks all around here in our community really do care about this issue.”

Chung, a Democrat, is running against Republican Desi Anderson for the 91st District in November’s election.

## Community partnerships

Joining the EAC on BN-CARE and present Wednesday were the Bloomington-Normal NAACP, Mt. Pisgah Baptist Church, the Bloomington-Normal Water Reclamation District, Illinois State University and the McLean County Health Department.

Brown also thanked the International Brotherhood of Electrical Workers Local #197, who installed the monitors, the McLean County Chamber of Commerce, the City of Bloomington and the Town of Normal, Normal Community High School, ISU’s Office of Sustainability and Center for Civic Engagement, Heartland Head Start, Heartland Community College, Western Avenue Community Center and the YWCA.

“This extremely long list of partners should suggest to you the importance of collaboration — the collaboration of industry, community, government and other stakeholders in this project,” Brown said.

He continued, “This project



CLAY JACKSON PHOTOS, THE PANTAGRAPH

Ecology Action Center Executive Director Michael Brown delivers remarks Wednesday during the unveiling of BN-CARE, a collaboration of community partners including BN-NAACP, the Ecology Action Center, Illinois State University, Mt. Pisgah Baptist Church and many others to monitor air quality in Bloomington-Normal.



Pictured from left to right are Alicia Wodika, Michael Brown, Liangcheng Yang, Kelsey Bremner and Abbie Gorsage. Wodika and Yang are professors at Illinois State University. Brown is director of the Ecology Action Center, and Bremner is a program technician at the EAC. Gorsage, 20, is a junior at ISU studying environmental health and sustainability. All work with the Bloomington-Normal Community Air Research and Education project, monitoring air quality in the Twin Cities.



The Bloomington-Normal Community Air Research and Education project launched Wednesday with three air quality monitors in the Twin Cities, providing real-time air quality data to officials and residents alike. Data is available at [bncare.org](http://bncare.org).

was born out of a need for better understanding of air quality issues in our community and to identify whether we have disproportionate public health impacts from air pollution on our residents.”

The first step to improving the quality of life for residents is identifying an issue and understanding its impact, said Marianne Manko, public affairs coordinator for the McLean County Health Department.

Gathering air pollutant data over time will allow health officials and government agencies to make the best decisions on improving the lives of residents, said Mose

Rickey, director of public works for the City of Bloomington.

“Anytime we have the opportunity to collect data that might better the city of Bloomington and the residents hereof, that fits right into our motif,” he said, noting that city and county leaders are governing with a “servant-based” approach.

“We want to be able to have all the environmental factors that we can gather to make good decisions for the future,” Rickey said.

## Real-time monitoring

Residents, and anyone interested in seeing the quality of the



Bloomington-Normal NAACP President Linda Foster delivers remarks Wednesday during the unveiling of BN-CARE, a collaboration of community partners including BN-NAACP, the Ecology Action Center, Illinois State University, Mt. Pisgah Baptist Church and many others to monitor air quality in Bloomington-Normal.



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air in Bloomington-Normal, can go to [bncare.org](http://bncare.org) to see the data collected, Brown said.

The website has a map with three points for each of the monitoring machines which, when clicked, will show data collected and reported in hour-long increments.

Brown encouraged all resi-

dents of Bloomington-Normal to sign up for text alerts through the website.

There are four air pollutants monitored: particulate matter (PM2.5), ozone, nitrogen dioxide and volatile organic compounds, said Liangcheng Yang, quality assurance manager for BN-CARE, who holds a doctorate in agricultural and biological engineering and teaches in the health sciences and environmental health program at ISU.

Three of those pollutants — PM2.5, nitrogen dioxide and ozone — are monitored by the EPA across the country, Yang said.

Long-term exposure to the pollutants monitored has a direct impact on respiratory health, said Alicia Wodika, a professor of health sciences at ISU and community engagement and education coordinator for BN-CARE.

“It can have devastating impacts on our health if the air is not clean that we are breathing,” she said. “And that’s what we’re determining overall.”

Real-time monitoring can help people with respiratory issues plan out their day, said Kevin Jackson, chair of environmental and climate justice with the BN-NAACP.

“In the morning, a person who may have some type of respiratory illness ... just roll over, touch the app,” he said.

“They’ll see the real-time numbers as to what air quality is right in their home, within their neighborhood.”

## Education and outreach

While BN-CARE just started, the program and the EAC have more activities planned as far as monitoring air quality, including educational outreach to local schools, Brown said.

“Our whole talking presentation here is just skimming the surface of what we’re going to do,” he said.

He added, “There is definitely a strong educational component. We are going to be working with the schools. We are going to be offering different workshops, training community members on how to use this data.”

They even have portable air quality monitors for individual and group education events, he said.

BN-CARE will send out periodic reports about air quality, Wodika said, and plans to get K-12 students involved in the monitoring process.

“Sky’s the limit,” she said.

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## BN-CARES

The three new air quality monitors are located at:

Mt. Pisgah Baptist Church, 918 W. Market St. in Bloomington

1800 W. Washington St. in Bloomington, on property owned by the Bloomington-Normal Water Reclamation District

Fairview Park, on North Main Street in Normal