



National
Multiple Sclerosis
Society

FOR IMMEDIATE RELEASE...

May 18, 2026

TASTE OF GENEROSITY RETURNS AUGUST 14 TO POUR PURPOSE INTO THE COMMUNITY

Mark Your Calendar for a Fundraising Experience Benefiting the Georgia Chapter of the National MS Society

Tickets On Sale Now

WHO: Georgia Chapter of the National Multiple Sclerosis Society
WHAT: Third annual - **Taste of Generosity: Exploring Bourbon + Botanicals.**
WHEN: Friday, August 14 | 6:00 p.m.-10:00 p.m.
WHERE: Stave Room and ASW Whiskey Exchange | 199 Armour Dr NE, Atlanta, GA 30324
TICKETS: **Tickets are on sale now** – visit [here](#) to purchase.

ATLANTA: Get ready to sip, savor, and support a powerful cause: the Georgia Chapter of the National Multiple Sclerosis Society is proud to present the third annual **Taste of Generosity: Exploring Bourbon + Botanicals**, where every sip is a step closer to a world free of Multiple Sclerosis. This immersive evening will bring together tastemakers, philanthropists, and flavor seekers for a bold night of cocktails, community, and giving back.

“Taste of Generosity is a powerful reflection of what makes this community so special,” says **Rachael Fenich, President & Executive Director of the National MS Society’s Georgia Chapter**. “In just a few short years, it has become one of the most significant events in our market, with ticket sales growing more than 40% year over year. It’s a testament to the grit, heart, and connection driving progress toward a world free of MS.”

This year’s event takes center stage with curated tastings from **24+ national and local brands**, plus handcrafted cocktails, mocktails, and zero-proof elixirs that ensure everyone gets in on the experience. Guests can expect **Southern-inspired bites** from standout Atlanta restaurants, along with pours from top beverage partners. The evening will also feature live music, a live and silent auction, a bottle pull, a photo booth, a spotlight on this year’s Honorary Chairs + special guests, and a vibrant, high-energy atmosphere that’s anything but ordinary, filled with plenty of surprises.

Tickets are now available with three elevated tasting experiences designed to deliver endless flavor throughout the evening:

- **Classic Admission:** Jump on the **Classic Tasting Trail** with pours of premium bourbons, spirits, and wines from top beverage partners – plus a custom **Taste of Generosity souvenir tasting cup** to remember the night. (\$175)
- **VIP:** Enjoy all Classic perks, with **early access**, exclusive high-end pours from 6 p.m.-7 p.m., access to special silent auction items, and a **souvenir rocks glass** to elevate your home bar. (\$250)
- **ASW Reserve Experience:** For the true bourbon buff – **early entry at 6 p.m., entry to ASW Private Tasting Room, private ASW distillery tour**, and all VIP benefits included. (\$400)

Sponsors and restaurant or beverage partners play a key role in bringing Taste of Generosity to life. To get involved, visit [Become A Sponsor / Tasting Table Partner](#).

The event is co-chaired by **Tara Murphy**, founder of 360 Media and publisher of The Atlanta 100, who is a chapter Board of Trustees member, lives with MS, and brings her fierce energy and creative drive to the cause. “Taste of Generosity is about more than bourbon,” says Murphy. “It’s about raising our glasses – and our voices – for people living with MS. It’s about joy, connection, and impact to help raise awareness, funds, and hope for a different future. The progress made through research, disease-modifying therapies, and support by donations from events like this will absolutely one day put an end to MS. This isn’t just a tasting – it’s a movement.”

Taste of Generosity is made possible by the unwavering support of **Barrel Proof Presenting Sponsor RNDC (Republic National Distributing Company)** and Mara and Bill Holley, **Small Batch Silver Sponsor Infosys**, as well as a host of other sponsors and restaurant and beverage partners who share the vision for a world free of MS.

About The National Multiple Sclerosis Society: The National MS Society, founded in 1946, is the global leader of a growing movement dedicated to creating a world free of MS. The Society funds cutting-edge research for a cure, drives change through advocacy and provides programs and services to help people affected by MS live their best lives. Connect to learn more and get involved: [NationalMSSociety.org](#), [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#) or call 800-344-4867.

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