



## **SILVER EAGLE HOUSTON, BUD LIGHT, AND 100.3 THE BULL UNITE FOR 25TH ANNIVERSARY TEN MAN JAM BENEFITING FOLDS OF HONOR**

**HOUSTON, TX (November 13, 2025)** – Silver Eagle Distributors Houston in partnership with Bud Light and 100.3 The Bull (KILT-FM), an Audacy station, proudly celebrated the 25th Anniversary of Ten Man Jam on Sunday, November 9, raising \$65,942 for the Folds of Honor Foundation in honor of Veterans Day.

Hosted by Houston’s own 100.3 The Bull, the milestone event brought together an all-star lineup of country music artists and passionate fans for an unforgettable night of live music and giving back. Proceeds from the event benefited Folds of Honor, a non-profit organization that provides educational scholarships to the spouses and children of America’s fallen and disabled military service members and first responders.

“This year’s Ten Man Jam was especially meaningful not only because it was the 25th anniversary, but it also aligned with Veterans Day and supported Folds of Honor for the first time,” said Sarah Frazier, Senior Vice President and Market Manager, Audacy Houston. “100.3 The Bull has always been dedicated to honoring our veterans and supporting the Houston community. We’re incredibly proud to partner with Bud Light, Silver Eagle Houston and our amazing listeners to make a lasting impact through the power of country music.”

“Supporting our veterans and their families is a cause that’s deeply rooted in our company’s values,” added Camilo Rojas III, Vice President of Marketing at Silver Eagle Houston. “We’re proud to join Bud Light, 100.3 The Bull, and Folds of Honor in making a meaningful impact through this special anniversary event that honors those who sacrifice so much for our country.”

Since its founding in 2007, Folds of Honor has awarded more than 62,000 scholarships nationwide, including many in the Houston area. For more than a century, Bud Light, Budweiser and Anheuser-Busch wholesalers — including Silver Eagle Houston — have proudly supported America’s heroes through initiatives that honor service, sacrifice, and community.

The 25th Anniversary Ten Man Jam continued that legacy, uniting music lovers and military supporters in celebration of Veterans Day and the enduring strength of the Houston community.

Listeners can tune in to 100.3 The Bull (KILT-FM) in Houston on-air and nationwide on the Audacy app and website. Fans can also connect with the station via [X](#), [Facebook](#) and [Instagram](#).

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### **About Silver Eagle Distributors Houston, LLC**

Silver Eagle Distributors Houston, LLC, a Redwood Management Company, is one of the largest independent beverage distributors in the nation. The company employs around 1,100 team members, serving over 9,000 businesses in the Houston metropolitan area, including the counties of Fort Bend, Montgomery, and a significant portion of Harris County. Sales and service operations include its Houston corporate office and locations in Conroe, Cypress, Pasadena, and Rosenberg. Silver Eagle Houston distributes a diverse portfolio of American and imported beers, flavored malt beverages, seltzers, craft brews, spirits, and a variety of non-alcoholic beverages, including

water, energy drinks, and hydration drinks. For more information, visit [silvereagle.com](http://silvereagle.com) and check us out on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

## About Audacy

Audacy is a leading audio content and entertainment company. As champions of audio, we connect with people in the moments that matter — delivering trusted local news, passionate sports and your favorite music across 220+ radio stations, premium podcasts, live events and digital experiences that reach more than 200 million listeners every month.

We create compelling content, foster deeply engaged audiences and deliver outcomes that matter for advertisers. Learn more at [www.audacyinc.com](http://www.audacyinc.com) and join the conversation on [LinkedIn](#), [X](#), [Facebook](#) and [Instagram](#).

## About the Folds of Honor Foundation

Folds of Honor is a 501(C)(3) nonprofit organization, rated a four-star charity by Charity Navigator and platinum on GuideStar, that provides educational scholarships to the families of military men and women who have fallen or been disabled while on active duty in the United States armed forces. Our educational scholarships support private educational tuition and tutoring for children in grades K-12, as well as higher education tuition assistance for spouses and dependents. Founded in 2007 by Lt Col Dan Rooney, a PGA Professional and F-16 fighter pilot in the Air Force Reserves who served three tours of duty in Iraq, the Folds of Honor is proud to have awarded 62,000 scholarships in all 50 states and some US territories. For more information or to donate in support of a Folds of Honor scholarship, please visit [foldsofhonor.org](http://foldsofhonor.org).

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