



**COLLECTIVE ARTS** BREWING



FOR IMMEDIATE RELEASE

**COLLECTIVE ARTS BREWING OFFICIAL BEER OF POLARIS MUSIC PRIZE 2013**

*Grassroots craft beer company supporting the arts is a natural fit as beer sponsor of award show celebrating Canadian music*

**(Toronto, Ontario, Canada - September 16, 2013)** - Hot on the heels of their Toronto launch, Collective Arts Brewing takes its commitment of honouring artist ingenuity to new heights with its announcement as the Official Beer of Polaris Music Prize 2013. A Toronto-based brewing company operating with a revolutionary notion of raising the collective consciousness through the sociability of craft beer, the partnership with Canada's top music awards gala will allow their brew to be enjoyed by the very artists and industry they support.

To commemorate the occasion, Collective Arts Brewing is offering two lucky beer and music aficionados from Toronto the chance to win tickets for themselves and a friend to the Polaris Music Prize Gala 2013 on Monday, September 23rd. Taking place at Toronto's The Carlu, performing bands and musicians will alter their regular concert shows to create once-in-a-lifetime live experiences, providing a truly memorable and unique experience unlike any award show. To enter, participants must follow Collective Arts Brewing on Twitter [@collectivebrew](https://twitter.com/collectivebrew) and retweet the Polaris Music Prize 2013 tweet. Two pairs of tickets will be given to the two winners chosen.

"We are delighted to be a part of such an integral organization awarding Canadian musical talent," said Matt Johnston, co-founder, Collective Arts Brewing. "We are very supportive of this Gala and what it represents for recognizing talent in Canada. We could not think of a better-suited event to be associated with as we establish our budding beer in Canada, and are very proud to be the official beer supplier of Polaris Music Prize, further fusing the creative world of craft beer with that of the arts."

What makes this sponsorship such a perfect pairing is Collective Arts' inaugural label series, where over 90 works of art from musicians, artists, filmmakers and photographers are featured on their bottles, showcasing the company's dedication to creativity and talent. For the awards, the series will include one specially-commissioned label by Polaris Music Prize 2013. All labels are equipped with BLIPPAR™ technology, and when scanned using the BLIPPAR™ app on a Smartphone, the Polaris label in particular will reveal the poster artwork of each short list nominee for album of the year.

As the official beer of Polaris Music Prize 2013 at The Carlu, both Collective Arts new beers will be served at the Gala, Rhyme & Reason Extra Pale Ale and Saint of Circumstance Citrus-Infused Blonde Ale.

### **About Collective Arts Brewing**

Collective Arts Brewing is a grassroots beer company fusing the craft of brewing with the inspired talent of emerging artists, musicians, photographers and filmmakers. In short, Collective Arts stands for ART + BREWING. Each of the Collective Arts beers are a work of art, from some of the most well crafted beers available today on the inside to limited-edition works of art by artists, musicians, writers and filmmakers presented as a numbered series on the outside labels. Each series lasts only months and is intended to stimulate, delight and inspire drinkers while generating further awareness and appreciation of artists.

[www.collectiveartsbrewing.com](http://www.collectiveartsbrewing.com) / [@CollectiveBrew](https://twitter.com/CollectiveBrew)

### **About the Polaris Music Prize**

The Polaris Music Prize is a not-for-profit organization that annually honours, celebrates and rewards creativity and diversity in Canadian recorded music by recognizing, then marketing the albums of the highest artistic integrity, without regard to musical genre, professional affiliation, or sales history, as judged by a panel of selected music critics. The Polaris Music Prize gala is September 23, 2013 and will be webcast to the world live via [aux.tv](http://aux.tv).

[www.polarismusicprize.ca](http://www.polarismusicprize.ca) / [@polarisprize](https://twitter.com/polarisprize)

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