



**FOR IMMEDIATE RELEASE**

**HOLLYWOOD STARS AND WHO'S WHO IN MUSIC INDUSTRY SET SAIL ON OFFICIAL GOVERNORS ISLAND MUSIC FESTIVAL KICK-OFF PARTY HOSTED BY SKYY® VODKA**

*SKYY – The Official Spirit of The Governors Island Music Festival - Takes Center Stage at Launch Party Featuring Anna Kendrick, Chace Crawford, Olivia Palermo and Aziz Ansari*

**SAN FRANCISCO (June 10, 2013)** – To officially kick off [The Governors Ball Music Festival](#) weekend, [SKYY® Vodka](#) hosted an star-filled, invite-only event on Thursday, June 6<sup>th</sup> aboard an immense luxury yacht, transformed into a nautical, musical paradise. **James Murphy** (DFA / LCD Soundsystem), **Baio Vampire Weekend**, **Ladies Night** and **Tennessee Thomas** performed exclusive DJ sets, while more 800 guests, including celebrities **Anna Kendrick**, **Chace Crawford**, **Olivia Palermo**, **Harley Viera-Newton**, **Leigh Lezark**, **Aziz Ansari** and **David Cross**, sipped delicious specialty SKYY cocktails.

SKYY Vodka, the number-one premium vodka made in America, served as an official sponsor of The Governors Ball Music Festival in New York City, June 7<sup>th</sup> – 9<sup>th</sup>, 2013. In addition to being the exclusive vodka and cocktail provider onsite at bars throughout the festival, which featured music luminaries **Kanye West**, **Guns N' Roses**, **Of Monsters and Men**, **Kendrick Lamar** and the **Kings of Leon**, SKYY Vodka presented its own stage showcasing top talent in progressive and electronic dance music, as well as a private SKYY Vodka VIP lounge.

The SKYY Vodka Stage highlighted artists with a focus on New York-based and electronic acts, from vocal legends like **Erykah Badu**, to the Brooklyn-based cult band **Yeasayer**, to electronic DJ sensation **Icona Pop**. Refreshing SKYY Vodka summer-themed cocktails were poured at bars throughout the festival and the brand hosted an exclusive VIP lounge for top spirits industry representatives, media and VIPs.

“We were thrilled to be part of the excitement of The Governors Ball Music Festival and to support ground-breaking music talent,” said Umberto Luchini, Head of Marketing, SKYY Vodka. “Even when faced with challenging weather, it was amazing to see the support New Yorkers gave to the fantastic live music performances and our hand-crafted SKYY cocktails. Music festivals and cocktails go hand in hand, and the Governors Ball celebration reinforces SKYY’s continued commitment to innovative marketing programs targeting key tastemakers and music enthusiasts.”

For more information, please visit <http://www.facebook.com/SKYYVodka> or Twitter: [@SKYYVodka](#) for an inside look at SKYY’s activations at The Governors Ball Music Festival.

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**ABOUT GOVERNORS BALL MUSIC FESTIVAL ([www.govball.com](http://www.govball.com))**

Produced by Founders Entertainment, The Governors Ball Music Festival is New York City's premier live music event, taking place in Randall's Island Park, June 7 - 9, 2013. This year's third annual edition of the festival is expanding to three days of Music, Art, and Entertainment, and will feature over 60 world class performers, showcasing a wide spectrum of Dance, Indie Rock, Hip Hop, Americana, Electronica and Pop all weekend long. Acts appearing include Kanye West, Kings of Leon, Guns n' Roses, Nas, Pretty Lights,

The Avett Brothers, Grizzly Bear, The XX, Cut Copy, Beach House, Kendrick Lamar, The Lumineers, Animal Collective, and many more. From the inception of the Governors Ball Music Festival in 2011 as a one day event, to the expansion to two days in its sophomore year, Founders Entertainment have been committed to increasing the quality and scope of the festival experience from year to year. The support of music fans over the past two summers has been overwhelming, allowing the Governors Ball Music Festival to grow and thrive in a challenging market. Along with expanded programming in 2013, Founders Entertainment will unveil a new festival site layout to the grounds at Randall's Island Park, giving music fans extra space to spread out and fully enjoy the amazing performances, art installations, highly regarded NYC food-trucks and restaurants, as well as high end beer, wine and spirits.

### **About Campari America**

Campari America is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM). At the heart of Campari America are two legends in the American spirits industry. The first, Skyy Spirits, was founded in San Francisco back in 1992 by the entrepreneur who invented iconic SKYY Vodka. The second is the world-famous Wild Turkey Distillery in Lawrenceburg, Kentucky, where they have been making the world's finest whiskies since the 1800's. Both companies were purchased by Davide Campari-Milano and together they form Campari America, which has built a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Campari America manages Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Campari®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of Bowmore® Islay Single Malt Scotch Whisky, Auchentoshan® Lowland Single Malt Scotch Whisky, Glen Garioch® Highland Single Malt Scotch Whisky, McClelland's® Single Malt Scotch Whisky, Flor de Caña® Rum, Midori® Melon Liqueur, Hibiki® Whisky, Hakushu® Single Malt Whisky, and The Yamazaki® Single Malt Whisky.

Campari America is headquartered in San Francisco, California. More information on the company can be found at [www.campariamerica.com](http://www.campariamerica.com), [www.facebook.com/campariamerica](https://www.facebook.com/campariamerica), Twitter: @CampariAmerica and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

### **PRESS**

<b>CONTACTS:</b> Lisa Gonzalez-Turner	Taylor Gowdy
ALISON BROD PUBLIC RELATIONS	ALISON BROD PUBLIC RELATIONS
<a href="mailto:lisa@alisonbrodpr.com">lisa@alisonbrodpr.com</a>	<a href="mailto:taylor@alisonbrodpr.com">taylor@alisonbrodpr.com</a>