



**FOR IMMEDIATE RELEASE**

**SKYY® VODKA & CELEBRITY DESIGNER MICHAEL ARAM DEBUT LIMITED EDITION HOLIDAY COCKTAIL SHAKER TO BENEFIT THE CREATIVE COALITION**

*SKYY Vodka Winter Star Cocktail Shaker Will Help Consumers Give Back This Holiday Season*

**SAN FRANCISCO (October 1, 2013)** – To celebrate the holiday season, American-made [SKYY® Vodka](#) is partnering with internationally renowned designer Michael Aram and The Creative Coalition, the premier nonprofit charity of the arts and entertainment communities, to launch the exclusive, stylish, and limited edition **SKYY Vodka Winter Star Cocktail Shaker by Michael Aram**.

Available for a limited time during the important gift-giving months, the SKYY Vodka Winter Star Cocktail Shaker by Michael Aram was inspired by the iconic cobalt blue SKYY Vodka bottle. The festive star design marks a first-time collaboration for Aram and makes sophisticated cocktail style easy for holiday gifting and home entertaining. Proceeds from each shaker will benefit The Creative Coalition and the organization's initiatives that support First Amendment rights, arts advocacy, and public education making it easy for gift givers to show their true holiday spirit in style.

"Last year, SKYY Vodka teamed up with amfAR to create a flocked blue velvet limited-edition holiday bottle to support AIDS education and prevention. This year's partnership with Michael Aram and The Creative Coalition will focus on bringing elegance to at-home entertaining for the holidays while also supporting a very worthy cause," said Kathleen Schuart, Senior Marketing Director, SKYY Vodka. "The SKYY Vodka Winter Star Cocktail Shaker not only showcases SKYY Vodka's dedication to quality, innovation and style, but also our commitment to charitable giving. For seasonal gifting and holiday parties, we hope consumers will look to this signature barware item as a fun way to truly get in the spirit of giving this year."

Designer Michael Aram took a rare departure from his iconic botanical motifs to create this modern cocktail essential. "I'm a believer in elevating and simplifying at-home entertaining – and working with SKYY Vodka on this project is the perfect pairing of artisanal design and spirits" said Michael Aram.

The SKYY Vodka Winter Star Cocktail Shaker by Michael Aram makes it easy to mix up sophisticated, premium cocktails at-home for holiday entertaining. In honor of this collaboration, SKYY has also created two festive specialty cocktails:

**Winter Star Martini**

2 oz. SKYY Vodka  
1 oz. Fresh Lemon Juice  
½ oz. Raspberry Compote (or Jam)  
½ Ripe Green Pear  
¼ oz. Agave Syrup (or simple syrup)  
Raspberry for garnish

*Muddle all ingredients together in a shaker and shake vigorously. Double strain into a martini glass and garnish with a slice of pear and a raspberry.*

### **Winter Star Nog**

2 oz. SKYY Vodka  
4 oz. Abuelita Chocolate  
½ oz. Espresso (or 1 oz. Regular Coffee)  
1 Sage Leaf  
¼ oz. Agave Syrup  
1 Red Jalapeno  
1 Green Jalapeno  
White Chocolate for garnish

*Score jalapeno peppers then muddle all ingredients together in a shaker and shake vigorously. Double strain into a white chocolate rimmed rocks glass and garnish with red and green chillies.*

The SKYY Vodka Winter Star Cocktail Shaker by Michael Aram will be available starting on October 18 at the Michael Aram NYC flagship boutique and [MichaelAram.com](http://MichaelAram.com) for a suggested retail price of \$100.00.

For more information, visit <http://www.facebook.com/SKYYVodka> or Twitter: [@SKYYVodka](https://twitter.com/SKYYVodka)

###

### **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](http://www.facebook.com/campariamerica), Twitter: [@CampariAmerica](https://twitter.com/CampariAmerica), and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

### **About Michael Aram:**

Michael Aram is an American born artist who works primarily in metal. The Michael Aram Collection ranges from tableware to furniture and are sold in specialty stores worldwide including Macy's and Bloomingdales.

### **About The Creative Coalition:**

The Creative Coalition ([www.thecreativecoalition.org](http://www.thecreativecoalition.org)) is the premier nonprofit, nonpartisan social and public advocacy organization of the entertainment industry. Founded in 1989 by prominent figures in the creative community, including actors Alec Baldwin, Ron Silver, Christopher Reeve, Susan Sarandon, and

Stephen Collins, The Creative Coalition educates, motivates, and mobilizes leaders in the arts community on issues of public importance. The Creative Coalition's award-winning public service and advocacy campaigns have won domestic and international recognition, accolades and awards. Actor Tim Daly serves as the organization's president.

**PRESS**

**CONTACTS:** Lauren Bishop  
ALISON BROD PUBLIC RELATIONS  
[laurenb@alisonbrodpr.com](mailto:laurenb@alisonbrodpr.com)  
212-230-1800

Taylor Gowdy  
ALISON BROD PUBLIC RELATIONS  
[taylor@alisonbrodpr.com](mailto:taylor@alisonbrodpr.com)  
212-230-1800