



## **FOR IMMEDIATE RELEASE**

### **SKYY® VODKA AND FREEDOM TO MARRY RAISE A TOAST TO MARRIAGE**

*Campaign Will Increase Visibility and Support Freedom to Marry with National Fundraisers and an Attempt to Break the Guinness World Record™ for the Largest Arms-Linked Toast Led by Lance Bass*

SAN FRANCISCO, (June 12, 2014) - [SKYY® Vodka](#), the number-one premium vodka made in America, and Freedom to Marry, the sole national organization dedicated to winning marriage nationwide, have partnered on Toast To Marriage, a national campaign to draw together communities to increase visibility and raise funds to support public education programs in places where same-sex couples are currently excluded from marrying.

“For decades, SKYY Vodka has partnered with LGBT events, festivals and organizations, but we knew we could contribute in a fresher, more substantial way,” said Kathleen Schuart, Senior Marketing Director, SKYY Vodka. “We worked hand-in-hand with Freedom to Marry to develop Toast To Marriage as a way to help our friends, families, colleagues and communities win the freedom to marry nationwide.”

Gay couples can currently marry in 44% of the country and are banned from doing so in the other 56%.

“We know that the more Americans talk about gay families and why marriage matters, the more our national majority for marriage grows in every part of the country,” said Evan Wolfson, president of Freedom to Marry. “Through partnerships like the SKYY Vodka 'Toast to Marriage' campaign, Freedom to Marry aims to spark more conversations in states where marriage discrimination persists, highlighting that unfairness and helping grow support for bringing the freedom to marry home nationwide.”

The campaign will launch in Atlanta, Georgia on Monday, June 16<sup>th</sup> with an attempt at the Guinness World Record™ for the Largest Arms-Linked Toast. Entertainer and activist Lance Bass will lead the effort by linking arms with his husband, Michael Turchin, and raising a toast in support of the freedom to marry.

Georgia is one of the 31 states without the freedom to marry, and it has a constitutional amendment banning any legal relationship recognition for same-sex couples even though a [majority of Georgia residents](#) support marriage. On April 22, 2014, Lambda Legal [filed a federal lawsuit](#) seeking the freedom to marry in Georgia and recognition for marriages legally performed elsewhere.

Through August, SKYY Vodka and Freedom to Marry will host a series of fundraising events in Atlanta, Fort Lauderdale, Philadelphia, Columbus, Chicago, New Orleans, Houston, Phoenix, San Diego, Los Angeles and San Francisco. At each event, renowned photographers will take iconic portraits of couples toasting in support of marriage equality. Photos will be available at [www.toasttomarriage.com](http://www.toasttomarriage.com).

To honor the partnership, SKYY Vodka has also created a signature cocktail, The SKYY Vodka Proposal, which will be available at events and bars nationwide this summer.

#### SKYY VODKA PROPOSAL

2 oz. SKYY Vodka  
4 oz. Ginger Ale  
1/2 oz. Lime Juice  
3 Dashes Angostura Bitters  
Garnish with two limes

Stay up to date with the Toast To Marriage campaign at [www.toasttomarriage.com](http://www.toasttomarriage.com) and by searching for #ToastToMarriage on social media. Learn more about Freedom to Marry at [www.freedomtomarry.org](http://www.freedomtomarry.org). To learn more about SKYY Vodka, visit <http://www.facebook.com/SKYYVodka> or Twitter: @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®<sup>®</sup>, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®.

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 and [www.camparigroup.com](http://www.camparigroup.com). Please enjoy Campari America brands responsibly and in moderation.

#### **ABOUT GRUPPO CAMPARI**

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in **over 190 nations** around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is **the sixth-largest player worldwide** in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include [Aperol](#), [Appleton](#), [Campari](#), [Cinzano](#), [SKYY Vodka](#) and [Wild Turkey](#). Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 4 wineries worldwide and has its own distribution network in 18 countries. The Group employs over 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: <http://www.camparigroup.com>. Please enjoy our brands responsibly.

#### **About Freedom to Marry:**

**Freedom to Marry is the campaign to win marriage nationwide.** We are pursuing our [Roadmap to Victory](#) by working to win the freedom to marry in more states, grow the national majority for marriage, and end federal marriage discrimination. We partner with individuals and organizations across the country to end the exclusion of same-sex couples from marriage and the protections, responsibilities, and commitment that marriage brings.