



FOR IMMEDIATE RELEASE

**SKYY® VODKA SUPPORTS HOSPITALITY INDUSTRY WITH HOLIDAY
#DOUBLETIP CAMPAIGN AND \$25,000 DONATION TO THE UNITED
STATES BARTENDERS' GUILD FOUNDATION**

*Advertising and Social Media Goodwill Program Encourages
Patrons to Tip Double This Holiday Season*

SAN FRANCISCO (DECEMBER 17, 2014) — For bartenders, they say a tip is worth a thousand words. Today, [SKYY® Vodka](#), the number-one premium vodka brand founded and made in the USA, will launch a new social media effort focusing on encouraging everyone to recognize bartenders by tipping double for good service during the holidays. Additionally, the brand will donate \$25,000 to the United States Bartenders' Guild Foundation (usbqfoundation.org) which provides education and programming around financial issues relevant to those who work in the hospitality industry.

"Bartenders play a critical role in making our nightlife great," said Kathleen Schuart, Senior Marketing Director, White Spirits and Cordials for Campari America. "Given it's the holiday season – a time when people generously recognize those who help them the most – we wanted to start a new holiday tradition encouraging everyone to #DoubleTip. It is a simple way to thank your local bartender for the hard work they do, day in and day out."

An online video titled "Holiday Spirits" leads the social effort and features a classic holiday bar scene that is interrupted by Bonnie, a woman who unveils the practice of "Tip Wrapping." Like a gift-wraper at a local mall, Bonnie surprisingly takes a seat in the bar and begins gift-wrapping people's tips, encouraging bar patrons to give the gift of a double tip this holiday. View the video here: <https://www.youtube.com/watch?v=ENUD5kPil6k>

The clever, tongue-in-cheek executions will evolve with social media outreach featuring the #DoubleTip hashtag on eCards that can be sent to friends encouraging bar patrons to double down for reasons like, "Because he's wise beyond his beers;" "Because they garnish your night with joy. And Vodka;" and "Because he lifts spirits, not bottles."

Out-of-home ad executions to complement the “West of Expected” campaign that launched earlier this year will include clever tipping references such as “Let’s Call Bartenders ‘Spirit Guides,’” “Here’s a Friendly Tip: Tip,” as well as more general campaign lines such as, “Like Your Last Selfie, Filtered to Greatness” and “Airplane Mode Works Best in Bars.”

As an extension of the campaign, SKYY will donate \$25,000 to the recently-launched United States Bartenders’ Guild Foundation to support ongoing educational programs. This is the first significant donation the Foundation has received from a spirits brand.

The #DoubleTip campaign will run until the end of December.

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About SKYY Vodka

SKYY Vodka was invented in San Francisco in 1992 and is steeped with the innovative and progressive spirit of California. Conceived by an inventor looking to create the world’s smoothest vodka, SKYY revolutionized vodka quality with its proprietary quadruple-distillation and triple-filtration process to deliver a fresh, clean spirit. Like many things that originate in San Francisco, SKYY grew from a tiny startup into what it is today—the leading domestic premium vodka in the US. To learn more, visit SKYY.com

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