



FOR IMMEDIATE RELEASE

SKYY® VODKA AND FREEDOM TO MARRY STRENGTHEN COMMITMENT TO WINNING MARRIAGE IN U.S. WITH “TOAST TO MARRIAGE”

Second Year of Campaign Leverages SKYY ‘s Progressive Spirit with Nationwide Events Leading Up to U.S. Supreme Court’s Landmark Decision on the Freedom to Marry

SAN FRANCISCO, (April 27, 2015) – As all eyes turn to the US Supreme Court and its expected decision this summer on the freedom to marry, [SKYY® Vodka](#), the California-born brand known for innovation, is renewing its support of its Toast To Marriage campaign in partnership with Freedom to Marry, the national organization dedicated to winning marriage nationwide. In the final months leading up to the ruling in June, SKYY is expanding its partnership with Freedom to Marry, which began in 2014, to confidently and loudly advocate marriage for all.

SKYY Vodka’s progressive spirit underscores their commitment to social justice by using their resources and voice to make a positive impact on causes important to their employees and consumers. For a vodka brand born in San Francisco, one of the pioneering homes of today’s progressive LGBT movement, the right for all people to raise a toast to marriage is paramount.

Continuing into its second year, the Toast To Marriage campaign will act as a drumbeat of positive support and momentum leading up to the Supreme Court decision. By using a combination of events, social media, digital support and influencer outreach, SKYY will not only demonstrate the brand’s advocacy for positive change but, more importantly, create a platform that enables individuals to do the same.

“SKYY’s commitment to Toast To Marriage has evolved substantially since last year,” says Umberto Luchini, VP Marketing at Campari America. “Though we have supported the LGBT community for decades, we increased our participation in this important conversation last year. This year we are working hard to accelerate and amplify that discussion leading up to this key decision. Thanks to the hard work of Freedom to Marry, a majority of people in the US now favor marriage for same-sex couples. With our commitment to social betterment for all, SKYY is in a unique position to make a positive impact. It’s imperative that we keep our voices strong and momentum building.”

“We know that the more Americans talk about gay families and why marriage matters, the more our national majority for marriage continues to grow 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 continue

sparkling conversations in states where marriage discrimination persists, highlighting that unfairness and propelling us towards victory for the freedom to marry nationwide.”

From April through the end of June, SKYY will sponsor a variety of high-profile events with Freedom to Marry’s national campaign director, Marc Solomon, who will be promoting his highly-acclaimed book, [Winning Marriage](#), in major cities around the country. In addition, SKYY and Freedom to Marry will host private dinners to connect a diverse range of marriage supporters, including political advocates, brand executives, creative professionals, and digital influencers. The events will be held in six key cities – New York City, Dallas, Austin, Detroit, New Orleans and Washington DC.

Stay up to date with the Toast To Marriage campaign at www.toasttomarriage.com and by searching for #ToastToMarriage on social media. Learn more about Freedom to Marry at www.freedomtomarry.org. To learn more about SKYY Vodka, visit <http://www.facebook.com/SKYYVodka> or Twitter: @SKYYVodka.

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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®, Aperol®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell’s Reserve®, Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio®, Carolans Irish Cream®, Irish Mist® Liqueur, Sagatiba® Cachaça and Jean-Marc XO Vodka®. Campari America is also the exclusive US distributor of BULLDOG® Gin.

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

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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 Estate](#), [Campari](#), [Cinzano](#), [SKYY](#) and [Wild Turkey](#). Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 3 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 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>
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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.