



**FOR IMMEDIATE RELEASE**

**VICE PRESIDENT JOE BIDEN PRAISES SUPREME COURT MARRIAGE  
EQUALITY DECISION AT SKYY® VODKA AND FREEDOM TO MARRY EVENT**

*New York City Celebration Marks Culmination of Efforts by SKYY Vodka and  
Freedom To Marry To Help Win Marriage Equality Nationwide*

**NEW YORK CITY (July 9, 2015)** – U.S. Vice President Joe Biden made a special appearance at a [SKYY® Vodka](#) and Freedom to Marry event in New York City this evening, applauding those in attendance for their efforts to win the freedom to marry in the U.S., following the historic Supreme Court ruling. Through their “Toast to Marriage” campaign, SKYY and Freedom to Marry have for the last two years heavily promoted marriage equality through a combination of highly publicized events, social media activations and influencer relationships that created a platform for positive change.

Speaking to a packed room of more than 1,000 people at Cipriani Wall Street, Biden reflected on the beliefs his father instilled in him from an early age, stating: “They love each other, it’s simple.”

“SKYY has been a supporter of LGBT causes for decades, but the victory for the freedom to marry is perhaps one of the most enriching efforts in which we have ever been involved,” said Umberto Luchini, VP Marketing at Campari America. “We couldn’t be more proud to team with Freedom to Marry to help stimulate the conversation and promote such a worthy cause. We are incredibly humbled to have been involved in any way in such a historic moment.”

SKYY was born in San Francisco, one of the pioneering homes of today’s progressive LGBT movement. Since its inception in 1992, SKYY has been a staunch supporter of causes important to LGBT communities across the country. The brand will continue to foster such efforts well into the future.

Additional performers and speakers who participated in the evening’s celebration included singers Lena Hall and Carly Rae Jepsen and Evan Wolfson, founder and president of Freedom to Marry.

More about the Toast To Marriage campaign can be found 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.

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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](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.

### **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 Estate](#), [Campari](#), [Cinzano](#), [SKYY](#) and [Wild Turkey](#). Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 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>  
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.

