

For Immediate Release:

April 26, 2016



**PEMBERTON MUSIC FESTIVAL & GRANVILLE ISLAND BREWING
TEAM UP TO CREATE FESTIVAL BREW
“CAMPGROUND COMMON”**

**LIMITED COMMEMORATIVE RUN CELEBRATING FESTIVAL,
NOW IN ITS 3rd YEAR, AVAILABLE IN BC & ALBERTA**

(Vancouver, BC) ~ New Orleans-based Huka Entertainment, producer of destination location music festivals including BC’s own Pemberton Music Festival, announced today a partnership with Canada’s original microbrewery, Granville Island Brewing, to craft the perfect Pemberton Music Festival pour. “Campground Common” is now available for purchase throughout British Columbia and various outlets in both Calgary and Edmonton, Alberta. This is a limited commemorative run to celebrate the third installment of Pemberton Music Festival, which takes place July 14-17.

Made from Canadian pilsner, crystal malts and hops from Chilliwack, BC’s Sartori Farm, “Campground Common” is refreshing and mildly fruity with citrus flavours of lemon zest and fresh orange. The Yeast is fermented at a temperature above standard range, creating a beer that is light in body and crisp like a lager with the richness of an ale.

“I’m really trying to capture the spirit of Pemberton Music Festival in a beer,” says Kevin Emms, Brewmaster at Granville Island Brewing. “Like us, Huka Entertainment is a company that believes in celebrating those ‘It’s Good to Be Here Moments’, and as a musician myself, I also get to combine my two passions – music and brewing.”

In accordance with Granville Island Brewing and Pemberton-based Hops Connect, Huka Entertainment has also planted hops on the Pemberton Music Festival site this year. These hops from the festival site will be used in the 2017 festival brew as well as future festival brews.

Huka Entertainment CEO Evan Harrison says, “Our partners at Granville Island Brewing have approached creating Campground Common the way we approach all aspects of the Pemberton Music Festival experience, with lots of passion and absolute attention to detail.

We're confident our celebratory brew will be enjoyed by our fans and beyond."

Pemberton Music Festival is Canada's largest music, comedy and camping festival, which takes place in British Columbia's scenic Pemberton Valley, near the foot of majestic Mt. Currie. Produced and promoted by Huka Entertainment, in collaboration with the Village of Pemberton and land partners Sunstone Group, Lil'wat Nation and Squamish-Lillooet Regional District, the festival turns Pemberton Valley, located less than thirty minutes from Whistler, BC, into a premiere musical playground. Last year's event drew more than 115,000 fans and featured nearly 120 performances over four days. In addition, the festival donated over \$100,000 in grants to arts organizations in the Pemberton community.

For more information on Pemberton Music Festival and to purchase tickets to the 2016 festival, visit www.pembertonmusicfestival.com

For more information on Granville Island Brewing, visit www.gib.ca

Media Contact for Pemberton Music Festival:

Teresa Trovato | 604.897.1939 | teresatrovatopr@gmail.com

Media Contact for Granville Island Brewing:

Almira Bardai | 604.561.7516 | media@gib.ca

About Huka Entertainment:

Huka Entertainment is a leading creator and producer of large scale destination-location music festivals, including the Pemberton Music Festival situated on 300 pristine acres at the base of Mt. Currie in British Columbia, and the Tortuga Music Festival on the white sandy beaches of Ft. Lauderdale, FL. Best known for creating groundbreaking fan, VIP and artist experiences, the company was the creative force and producer of the award-winning Hangout Music Festival in Gulf Shores, AL. Based in New Orleans with deep roots in Gulf Coast culture, the fully independent Huka Entertainment also co-produces the Buku Music + Arts Project in New Orleans located on the banks of the Mississippi river, and has a growing touring division which promotes hundreds of concerts across North America annually. More info at www.huka.com

About Granville Island Brewing:

Started in Vancouver in 1984, Granville Island Brewing (Granville) is Canada's original microbrewery, leading the better beer movement known today as craft. Our founders believed consumers deserved more choice than the mainstream lagers available at the time. Throughout the last three decades Granville Island Brewing has introduced a West Coast inspired line-up of laid back, flavourful, approachable brews perfect for moments big and small. While the craft beer movement continues to grow, our ambition has not changed: we're on an endless pursuit to welcome people into the wonderful world of better quality more flavourful beer styles. Our original small batch brewery is our exploration space on Granville Island welcoming millions of tourists and locals annually to learn about craft beer and enjoy a quality pint. www.gib.ca