



December 15, 2015
Chad Melis
chad@oskarblues.com
720.273.8888

Oskar Blues Brewery Announces Oskar Blues Presents Concert and Event Experience Company.



Longmont, COLO. and Brevard, N.C. – Oskar Blues Brewery has partnered with Virginia-based, event agency The Artist Farm to develop a one-of-a-kind, world-class music and events business. Rather than just sponsoring events, Oskar Blues is committing to developing amazing experiences and investing in artists and festivals. This revolutionary approach to creating authentic live music experiences with full brand integration is unparalleled in the craft beer or music industries.

The program will include the Austin, TX brewery grand opening (4/20/16) along with three of Oskar Blues signature “[Burning Can Festival](#)” events (April 23 in Austin, TX, June 4 in Lyons, CO, July 15 & 16 in Brevard, NC), and the Craft Brewers Convention 3-night blowout at the TLA in Philadelphia, PA. In addition Oskar Blues will present The 7th Annual Festy Experience in the Blue Ridge Mountains of Virginia and several 20-market national concert tours with various genres of artists.

The event program draws on the years of relationships and partnerships within the event and music industries including artists like The Infamous Stringdusters, Steep Canyon Rangers, The White Buffalo and Sister Sparrow and the Dirty Birds among other partners of the brewery and the CAN’d Aid Foundation’s “Tunes” programs.

“We believe music transforms and transcends – it’s the backbone of good times with good friends and should play a major role in our lives – so, we support programs that teach, share, inspire and make a difference through MUSIC, ARTS & CULTURE.” Says Diana Ralston, the CAN’d Aid Foundation Executive Director.

<http://candaid.org/our-work/>

Stay tuned for additional dates and band announcements within Oskar Blues Presents in the months to come.

#

About Oskar Blues Brewery

Founded by Dale Katechis in 1997 in Lyons, Colorado, Oskar Blues Brewery launched the craft beer-in-a-can apocalypse with hand-canned, flagship brew Dale's Pale Ale. Today, Oskar Blues is one of the fastest growing breweries in the country and operates breweries in Longmont, Colorado and Brevard, North Carolina, while approaching 200,000 barrels in 2015. The original canned craft brewery continues to stay innovative with releases like The Crowler. Oskar Blues Brewery currently distributes to 44 U.S. states, Washington, D.C., as well as parts of Canada, Sweden, and the U.K. To keep up with all things Oskar Blues, visit <http://www.oskarblues.com>.

In 2013, Oskar Blues founded the [CAN'd Aid Foundation](#), a 501(c)(3) nonprofit public charity that offers grassroots grants to those making a difference in the areas of community, the environment, music, and more.

To keep up with all things Oskar Blues, visit <http://www.oskarblues.com>.

About CAN'd Aid TUNES

National partnerships & programs to provide free or low cost music & arts workshops, instrument donations and cultural experiences. [TUNES Ambassadors include: Steep Canyon Rangers, The Infamous Stringdusters, Sister Sparrow & the Dirty Birds, Amanda Willshire]

About The Artist Farm

The Artist Farm is an Event Design & Management Agency based in Charlottesville, Virginia. With over 30 years of combined music and events industry experience, The Artist Farm team partners with brands to develop successful events businesses compliment their thriving product business. The Artist Farm focuses on each brand's community and designs amazing experiences that resonate with its core. The design of the event is often overlooked and is key to success. The Artist Farm also manages all aspects of each event including Programming, Marketing, Operations, and Administration. The Artist Farm team is honored and excited to partner with Oskar Blues Brewery on the creation of Oskar Blues Presents and a full 2016 calendar with details to be announced in early 2016. www.theartistfarm.com