

# PLAYBOY



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## **Pabst Brewing Company and *Playboy* Magazine Kick off a Four-Month Promotional Partnership Starring Snoop Dogg**

When it comes to American icons, it's hard to top Pabst and *Playboy* magazine. America's largest privately-owned brewer and one of the world's most influential men's lifestyle publications proudly announce a four-month promotional partnership. Pabst Blue Ribbon, Colt 45, and Blast by Colt 45—three of the over 30 brands in PBC's portfolio—will be the primary focus of the joint program.

Beginning with *Playboy's* September 2012 issue, PBC's flagship brand, Pabst Blue Ribbon Beer, will run four distinctive print advertisements that reflect its strong roots in the art community and its positioning as one of America's most cherished, timeless brands. *Playboy.com*, as well as *Playboy's* social media channels, will complement the PBR print campaign throughout the fall.

In addition to the PBR activation, Snoop Dogg, Blast by Colt 45's spokesperson, will host an invite-only Colt 45 party at the *Playboy* Mansion in October. Consumers can enter to win a trip for two to Los Angeles and access to the exclusive Mansion party via an online sweepstakes hosted on [www.playboy.com](http://www.playboy.com) starting in September.

"We are proud to be working with another family-operated brand that has been an entertainment staple for over half a century. PBC and *Playboy* are testaments to the American entrepreneurial approach to long-term success," said Daren and Evan Metropoulos, co-owners of Pabst Brewing Company.

Southeast consumers should also be on the lookout for the PBR and *Playboy* Party Tour. From September through November, PBR's custom tour bus will be transporting Playmates to top markets such as Charlottesville, VA; Durham, NC; Chapel Hill, NC; Athens, GA and Gainesville, FL to celebrate the magazine's annual homecoming issue.

"This partnership will reward loyal fans of both the *Playboy* and Pabst brands with experiences ranging from local market events to the exclusive Colt 45 *Playboy* Mansion party—something that only two 'American Originals' can provide," said John Lumpkin, *Playboy's* SVP, publisher & integrated sales.

Look for more details on the PBR – *Playboy* Party Tour on [www.pabstblueribbon.com](http://www.pabstblueribbon.com) and [www.playboy.com](http://www.playboy.com) beginning in September.

For information on the Colt 45 *Playboy* Mansion party sweepstakes, visit [www.facebook.com/workseverytime](http://www.facebook.com/workseverytime) and [www.playboy.com](http://www.playboy.com) beginning in September.

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