



FOR IMMEDIATE RELEASE

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BEER AND MUSIC LIKE NEVER BEFORE!

Penticton, BC. Cannery Brewing, R&B Brewing, Townsite Brewing and Old Yale Brewing have something very exciting brewing and they can't wait to sing about it from the hilltops. These 4 BC Craft Brewers worked together with **CBC Radio 3** and four awesome Canadian bands to launch **Canadian Band Beer**.

It all started with the tweet **#CDNbandbeer**, from **CBC Radio 3 host, Grant Lawrence**. From there the hashtag trended on twitter and inspired a flood of replies from CBCMusic.ca followers who submitted beer names based on the names of great Canadian musical acts. **Ben Didier** of CBC Music designed a set of fake labels and before long **Old Yale Brewing Company's Jeremy Sibley** was recruiting members of British Columbia's vibrant craft beer community to help make them a reality.

Let the legacy of Canadian Band Beer begin! Every Friday, from May 17th until June 7th, a new band beer will hit shelves in BC.

- **Old Yale Brewing Company** of Chilliwack, British Columbia is proud to pay homage to the legendary Vancouver punk band **D.O.A.** and has created the Classic Brown Ale, D.O.Ale. This beer launches first on May 17th.
- **R&B Brewing Company** out of Vancouver, British Columbia has created the You Say Barley! We Say Rye! Dark Rye IPA, after the new-wave punk band **You Say Party! We Say Die!** This launches on May 24th.
- **Townsite Brewing Inc.** of Powell River, British Columbia is proud to present the Belgian Pale Ale, Said the Ale. The beer is named after Vancouver indie-rock band **Said the Whale**. This beer launches May 31st.

- And finally, **Cannery Brewing Company** out of Penticton, British Columbia has created the Pink Mountainhops Maibock, a hoppy Maibock named after Vancouver rock 'n' roll band **Pink Mountaintops**. This final beer launches June 7th.

The first CBCMusic.ca Canadian Band Beer series will be available in private British Columbia liquor stores. Each beer is being sold separately in 650 ml bottles and will run until the middle of July. The project is in partnership with **CBC Music**. For more information please [click here](#).

For more information on Cannery Brewing or any of its fine hand-crafted beers, visit www.CanneryBrewing.com, follow them on Facebook, Twitter and YouTube, call 250.493.2723 or drop by and see them in the Brewery, which is located in Penticton, British Columbia.

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