

Wild Turkey Continues Support of Emerging Artists within the Music Industry to Amplify Bold Stories through a Multi-Faceted “Trust Your Spirit” Platform

The brand’s initiatives launch in tandem with the “Trust Your Spirit” global creative campaign, and in partnership with musical artist Shakey Graves and iHeartMedia

LAWRENCEBURG, KY (May 9, 2023) – [Wild Turkey®](#) today kicks off the U.S. launch of *Trust Your Spirit*, a 360° program designed to elevate bold voices in the music industry, spotlighting stories of community, creativity and conviction. The program celebrates how music-making, much like Wild Turkey's iconic bourbon-making process, is most authentic when you trust your spirit and do things your way. This year, the brand has partnered with iHeartMedia – the No. 1 audio company responsible for putting thousands of emerging artists on the map – to continue the brand’s efforts to advance talented emerging artists, as well as those working behind the scenes, and give back to those who help shape culture in their community.

This multi-faceted program furthers Wild Turkey’s ongoing commitment to elevating bold stories by being the bourbon behind the music and is an extension of the brand’s global campaign and platform, “Trust Your Spirit,” which features new creative starring various musical sensations from around the globe. In the U.S., Wild Turkey has partnered with Austin, TX-based Americana musician Shakey Graves. Shakey uncompromisingly followed his instincts when he used his successful acting career as a jumping off point to pursue his dream of becoming a musician and create art his own way, as a one-man band, with the confidence to deliver his own story.

“Standing by your conviction isn’t always easy, but the boldest stories are told by those who trust their spirit. There’s an undeniable magic in the music an artist makes when they trust their own gut and don’t just follow the direction of others – and the same is true of making bourbon,” said Mark Watson, Marketing Director at Campari America, the spirits maker behind Wild Turkey. “Wild Turkey, under the leadership of the legendary father-and-son Master Distilling team of Jimmy and Eddie Russell, has remained faithful to its iconic recipe and craft for decades. It’s in that same spirit that we designed our program in partnership with iHeartMedia to support the music community. We’re creating a platform for talented artists who are shaping culture through their dedication and pure love of their craft, so that even more individuals can share their bold stories.”

The U.S. program will shine a light on much of the industry’s unheard and undiscovered voices – both on and off stage – who embody the essence of what it means to trust your spirit. This will come to life through a series of concerts and listening sessions, mentorship opportunities, charitable initiatives and more driven by Wild Turkey, including:

- #101BoldNightsMusicMentorship competition that seeks to find and support an emerging musical artist who has demonstrated a passion for trusting their spirit and telling bold stories through their craft.
- Wild Turkey, in partnership with iHeartMedia, will donate \$50K each to [Spaceflight Records](#) and [Sweet Relief Musicians Fund](#), two nonprofit organizations that are helping to promote and advance talented musicians’ careers, as well as support those working behind the music scenes.

- 101 Bold Nights benefit concert series in collaboration with iHeartRadio, starring The Black Keys (May 24 in Nashville, TN) and Shakey Graves (October in Dallas, TX), where whiskey fans and music lovers ages 21+ can sip Wild Turkey bourbon while listening to artists' new songs, and the stories behind them.
- The official Wild Turkey Lounge at music festivals across the country, including New Orleans Jazz Fest, iHeart Country Festival, Beer Bourbon & BBQ and Hopscotch, among others, where consumers can learn more about the bold stories behind Wild Turkey's heritage, listen to emerging musical artists who trust their spirit, and enjoy bold bourbon cocktails.
- The launch of Wild Turkey's '101 Bold Radio' station celebrating Roots Rock, Country, and other strong "storytelling" genres, hosted on iHeartRadio. The station is dedicated to giving music fans more opportunities to listen and learn about undiscovered and emerging artists.

"At iHeart, we're passionate about giving musical artists from all backgrounds and genres a platform to share their music and working with like-minded partners who are just as passionate about helping emerging artists forge their own path," said Tom Poleman, President and Chief Programming Officer for iHeartMedia "Our partnership with Wild Turkey allows us to reach more talented artists and discover new voices coming up on the music scene, all while providing one-of-a-kind experiences for consumers to enjoy the music created by those who trust their spirit."

Since 2021, Wild Turkey has focused on "giving back", tapping its size and scale to support, celebrate and uplift the music industry through different initiatives, including the creation of its music mentorship program with 501(c)(3) non-profit record label Spaceflight Records, monetary donations to community-based music initiatives, and more. From local legends to emerging artists on the cusp of discovery, Wild Turkey supports the spirit that keeps these bold stories moving forward in celebration of music, community, and unwavering authenticity.

Wild Turkey encourages you to continue to tell bold stories, trust your spirit, and sip responsibly. To learn more about "Trust Your Spirit", including how to enter to win free tickets to see your favorite acts via sweepstakes hosted by iHeartRadio, and learn more information on the upcoming musical mentorship program and event dates, visit [Wild Turkey 101 Bold Nights](#).

About Campari Group

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. Campari Group has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. Campari Group is headquartered in Sesto San Giovanni, Italy, and owns 22 plants worldwide with its own distribution network in 23 countries. The shares of the parent company, Davide Campari-Milano N.V. (Reuters CPRI.MI - Bloomberg CPR IM), have been listed on the Italian Stock Exchange since 2001.

Campari America LLC is a wholly owned subsidiary of Davide Campari-Milano N.V. Campari America has built a portfolio unrivaled in its quality, innovation, and style, making it a top choice among distributors, retailers, and consumers. Campari America manages Campari Group's portfolio in the US with such leading brands as SKYY® Vodka, SKYY Infusions®, Grand Marnier®, Campari®, Aperol®, Wild Turkey® Kentucky Straight Bourbon, American Honey®, Russell's Reserve®, The Glen Grant® Single Malt Scotch Whisky, Forty Creek® Canadian Whisky, BULLDOG® Gin, Cabo Wabo® Tequila, Espolón® Tequila, Montelobos® Mezcal, Ancho Reyes® Chile Liqueur, Appleton® Estate Rum, Wray & Nephew® Rum, Coruba® Rum, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Cynar®, Averna®, Braulio®, Cinzano®, Mondoro® and Jean-Marc XO Vodka®.

About Wild Turkey

The distillery for Wild Turkey Bourbon is located in Kentucky, situated on a deep limestone shelf on the Kentucky River. The shelf acts as a natural filter and provides the distillery with crystal clear water, vital to making such a high-quality product. Wild Turkey features the legendary father and son Master Distilling team of Jimmy and Eddie Russell, who have over 100 years of collective experience working at the Wild Turkey distillery. The famous Wild Turkey brand name first came about back in 1940 when distillery executive Thomas McCarthy took a few warehouse samples on a wild turkey hunting trip with a group of friends. The following year, his friends asked him for "some of that wild turkey whiskey" and the brand was born. Wild Turkey is distilled and put into new oak barrels at a much lower ABV than most bourbons. This results in a much richer flavor, as less is cooked out during the production process. Ageing in the highest quality new American oak barrels with the heaviest char available (the Number 4 "alligator" char) imparts a smooth flavor and deep amber color to the whiskey. The barrels are filled at the distillery in Lawrenceburg, Kentucky. Website: wildturkeybourbon.com

About iHeartMedia, Inc.

iHeartMedia, Inc. [Nasdaq: IHRT] is the leading audio media company in America, reaching over 90% of Americans every month. iHeart's broadcast radio assets alone have more consumer reach in the U.S. than any other media outlet; twice the reach of the next largest broadcast radio company; and over four times the ad-enabled reach of the largest digital only audio service. iHeart is the largest podcast publisher according to Podtrac, with more downloads than the next two podcast publishers combined and has the number one social footprint among audio players, with seven times more followers than the next audio media brand, and the only fully integrated audio ad tech solution across broadcast, streaming and podcasts. The company continues to leverage its strong audience connection and unparalleled consumer reach to build new platforms, products, and services. Visit iHeartMedia.com for more company information.