



29 April 2010

## TRADE RELEASE

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### **WILD TURKEY BOURBON Announces Australian Darts Pro Tour and Darts Tournament**

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**Wild Turkey Bourbon** proudly announces their naming rights sponsorship in conjunction with the exciting launch of the largest and most unprecedented darts sports event to ever hit Australia – the **Wild Turkey Darts Pro TOUR** and **Wild Turkey Darts TOURNAMENT**.

**Wild Turkey Bourbon** is the No.1 Premium Kentucky Straight Bourbon in Australia, with over 150 years of heritage. The legendary brand bares its name from being the staple drink of choice between mates during 1940's wild turkey hunting trips. It is this very synergy with mateship and sports that saw the sponsorship of the upcoming ground-breaking darts events an ideal fit for **Wild Turkey Bourbon**. Marketing Director for **Wild Turkey Bourbon** Brad Timbrell said "**Wild Turkey Bourbon** is a drink enjoyed by good mates and darts is a sport that shares that same spirit.

In partnership with the national Governing Body - The Darts Federation of Australia – The **Wild Turkey Bourbon** Pro Tour 2010 will give Australian darts fans the unique chance to witness the champions of their sport in action battling it out at 12 venues for the title of **Wild Turkey Bourbon** Pro TOUR Champion 2010. A host of high-profile Australian sporting celebrities will also join sponsors in challenges at each tour event.

Six International champions of the sports have committed to the three week Australian **Wild Turkey Bourbon** Pro Tour beginning 5<sup>th</sup> August, 2010. Legends including John 'Old Stoneface' Lowe, Dennis 'The Menace' Priestly, Bob 'The Limestone Cowboy' Anderson and Allan 'The Iceman' Warriner, will join Australia's very own Simon 'The Wizard of OZ' Whitlock and other current stars in 12 action packed nights of music, entertainment and of course the highest quality darts.

Kicking off this premiere sport schedule on 21<sup>st</sup> June is The **Wild Turkey Bourbon** Darts Tournament. Open to the general public and to all dart players, it is anticipated that over 150,000 players in over 250 venues around Australia will battle it out for a prize pool of \$50,000 up for grabs.

This exciting initiative that combines the presentation of a national series of high profile sporting events with a significant tournament that caters for all darts players across Australia, is proudly bought to you by **Wild Turkey Bourbon**.

For more information on the **Wild Turkey Bourbon** Darts Pro TOUR and **Wild Turkey Bourbon** Darts TOURNAMENT please visit <http://dfadarts.org/> or for Wild Turkey Bourbon go to [www.wildturkeybourbon.com.au](http://www.wildturkeybourbon.com.au)

Interviews are available with Brad Timbrell, Marketing Director for **Wild Turkey Bourbon**. For further information or to arrange an interview please contact Lisa-Shae Butler at Niche Marketing Group on (02) 8585 4319 or via [lisab@nichegroup.com.au](mailto:lisab@nichegroup.com.au)



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**ENDS**

For further information on Wild Turkey Bourbon® history visit:

[http://www.camparigroup.com/en/press\\_media/history\\_communication/wild\\_turkey\\_html.jsp](http://www.camparigroup.com/en/press_media/history_communication/wild_turkey_html.jsp)

**About Wild Turkey Bourbon®**

Wild Turkey Bourbon® is made in the heart of Kentucky where all good bourbon whiskies come from, and gets its unique name through being the staple of a legendary Wild Turkey hunting trip. Wild Turkey Bourbon is a “Straight Kentucky Bourbon” and has been made without compromise in the traditional fashion for over 150 years to ensure its high quality and premium positioning. The distillers employ the highest possible standards in the selection of all ingredients.

The Wild Turkey Bourbon® range in Australia comprises of the original Wild Turkey Bourbon®, 101 Proof 8 Year Old, Wild Turkey Bourbon American Honey and Wild Turkey Bourbon Rare Breed. Plus the Ready to Drink (RTD) range, which is exclusively available in Australia in cans and bottles.

**About Gruppo Campari**

Gruppo Campari is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the US and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as Campari and SKYY Vodka, stand out. It also has leading regional brands including Aperol, Cabo Wabo, CampariSoda, Cynar, Glen Grant, Ouzo 12, Zedda Piras, X-Rated and the local Brazilian brands Dreher, Old Eight and Drury’s. Its wine segment boasts the global brand Cinzano, as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella & Mosca and Teruzzi & Puthod. The soft drinks segment comprises the non-alcoholic aperitif Crodino and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,000 people. The shares of the parent company, Davide Campari-Milano, are listed on the Italian Stock Exchange. [www.camparigroup.com](http://www.camparigroup.com)

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