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## **ArtsWave and Braxton Roll out New Brew**

*ArtsWave and Braxton Brewery have created a new beer in celebration of the  
2018 ArtsWave Community Campaign*

**Cincinnati, OH.** – February 8 – As part of the ArtsWave Annual Community Campaign and its Toast to the Arts event series, a new beer has been brewed in collaboration with Braxton Brewing Company, MAKE WAVES! The beer was introduced February 1 during the official kickoff of the 12-week ArtsWave Campaign.

The beer was released at Braxton Brewing Company's Covington Taproom with a crowd of more than 200 attending. The event featured local art displays and live painting from area artist, Gee Horton, and a performance from Simple Swing jazz trio fronted by area musician, Ricky Williams, Jr.

MAKE WAVES! is a dark saison infused with plum puree, creating a vibrant twist on a Belgian classic. A portion of the proceeds from sales of draft beer and four-packs of 12-oz cans will be donated to ArtsWave in support of the Campaign.

MAKE WAVES! was produced as a limited specialty release from Braxton Brewing Co. Four-pack 12oz cans may be purchased Braxton's Covington taproom, located on 27 W 7th St, Covington, KY 41011. You can find MAKE WAVES! on draft at local Toast to the Arts partners such as Americano Burger Bar, Higher Gravity, Otto's, Queen City Exchange, and many more! A complete list of Toast to the Art partners can be found at [artswave.org/Toast2Arts](http://artswave.org/Toast2Arts).

MAKE WAVES! was inspired by Braxton Labs' spirit of innovation. The shared creative and innovative approach is a mindset the two organizations share. Chief Product Officer and Co-Founder of Braxton Brewing Company noted, "Working with an arts organization as creative and inspiring as ArtsWave is exciting and challenging at the same time. We wanted to brew a beer as inspiring as the arts they support. The result was a Braxton Labs recipe – an old school style with a new style twist creating a result that is delicious." ArtsWave President & CEO Alecia Kintner adds, "This partnership not only celebrates our shared mindset but two legacies that are key to the region's heritage and its present-day appeal: its breweries and its arts.

As the nonprofit planner, promoter and fundraiser for 100+ regional arts organization, ArtsWave is advancing a more vibrant economy and connected community through the arts. In addition to ArtsWave Toast to the Arts, ArtsWave has kicked off a new event series, ArtsWave Days, running throughout the 12 weeks of the Campaign; a new loyalty program, ArtsWave Rewards; ArtsWave CincySings, the nationally-acclaimed workplace singing event focused on employee engagement; ArtsWave Presents, a series of community engagement events throughout the region; and ArtsWave Toast to the Arts, a variety of wine, beer, and cocktail promotions held at 35+ local establishments. In addition, ArtsWave has created a variety of online resources, such as its ArtsWave Guide, a regional calendar of arts events and an online job board. The 2018 Community Campaign, which is dependent on donations made by approximately 40,000 residents throughout the region, runs through April 26 and has a goal of \$12.25 million dollars.

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**About ArtsWave:**

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the lead planner, promoter and fundraiser of the arts. Its roots stem back to the late 1920s when the Cincinnati Taft family provided initial investment matched by community support. In the late 1940s, it evolved to become the first united arts fund in the nation and in the mid-1970s, the first organization to initiate workplace giving for the arts. ArtsWave continues to innovate while leading, as illustrated by its No. 1 rank nationally in community arts fundraising; coordination of a sector-wide Blueprint for Collective Action; piloting of new technologies to maximize arts engagement; and development of resources for the arts.

Strong funding for the arts has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a ripple effect of economic and community benefits. ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. In 2017, ArtsWave broke its own fundraising record by mobilizing tens of thousands of contributions from corporations, foundations and individuals and raising \$12,500,000 to support the arts plus \$1 million for arts marketing, grants and services in partnership with the Cincinnati USA Regional Tourism Network.