



## Blue Point Brewing Announces Its 4th Annual Shakedown on Main Street Festival Featuring Headliners Shaggy, Bryce Vine, and B.o.B

Feb 14, 2024

### Blue Point Celebrates 4/20 Bigger than Ever with 2 Stages of Live Music, Art Installations, Skateboarding Demos, and more

PATCHOGUE, New York, Feb. 14, 2024 (GLOBE NEWSWIRE) – Blue Point Brewing Company, Long Island’s original craft brewery and subsidiary of Tilray Brands, (“Tilray” or the “Company”) (NASDAQ: TLRV and TSX: TLRV), announced today that it will host its 4th annual **Shakedown on Main Street arts and music festival** on **April 20** at its [Patchogue, New York brewery](https://www.bluepointbrewing.com/events/420). This year’s celebration will be larger than ever and will feature live performances from world-renowned reggae artist Shaggy, acclaimed rappers Bryce Vine and B.o.B., and other musicians. Tickets can be purchased today at the festival website: <https://www.bluepointbrewing.com/events/420>.

Elevating the festival experience, this year’s Shakedown on Main Street will introduce a second stage, effectively doubling the event’s size compared to last year. The festival grounds will host a vibrant marketplace featuring over 50 vendors, immersive live art installations, an array of local food trucks, skateboarding demonstrations, a mini-golf course, a Ferris wheel, and numerous other surprises awaiting discovery throughout the day.

Mark Burford, Founder of Blue Point Brewing, shared his enthusiasm: “At Blue Point, we’re passionate about more than just crafting exceptional beer. We’re dedicated to forging unforgettable moments that unite our community. Shakedown on Main Street has become a cornerstone event, eagerly anticipated each year. We’re all set to deliver our grandest celebration yet, filled with vibrant music, exceptional beer, and the warm spirit of community.”

The festival will be hosted in collaboration with [SweetWater 420 Fest](#), one of the premier music festivals in Atlanta, Georgia presented by SweetWater Brewing Company, part of the Tilray Brands craft beer portfolio, and Pullman Yards. “This collaboration represents a fusion of our shared passion for craft beer and our commitment to creating memorable moments. Together, we’re excited to offer an unparalleled festival experience that celebrates the best of music, art, and beer,” said Ty Gilmore, President of U.S. Beers for Tilray Brands.

Shakedown on Main Street Festival details include:

- **Musical Acts:** Featuring Shaggy, Bryce Vine, B.o.B., Shwayze, Neighbor, Ernie & the Band, MJT, Jah Stix, Soundswell, DJ Kaution, and DJ Moodmaker.
- **Festival Hours:** From 2 p.m. to 10 p.m.
- **Location:** Blue Point Brewing Company, 225 W Main Street, Patchogue, NY.
- **Ticket Information:** Early-bird General Admission: \$70; Early-bird VIP: \$150 (limited availability); General Admission: \$80; VIP: \$160.
- **Age Restriction:** Attendees must be 21 years or older. No refunds will be offered.

For further information and to secure your tickets, please visit the official festival website at <https://www.bluepointbrewing.com/events/420>. Join us at Blue Point Brewery for a day of performances, beer, and unforgettable memories at Shakedown on Main Street.

#### ABOUT BLUE POINT:

Blue Point Brewing Company was founded in 1998 in Patchogue, New York and is Long Island’s OG craft brewery. Twenty-five years later, with a widely appealing portfolio of beer and beyond beer brands, Blue Point has grown to be one of the largest breweries in New York, with a footprint up and down the entire East Coast. Blue Point’s flagship beer, Toasted Lager, has won several awards including a gold medal at the World Beer Cup.

For more information about Blue Point Brewing, please visit [www.bluepointbrewing.com](http://www.bluepointbrewing.com) and follow us on Instagram [@BluePointBrewing](https://www.instagram.com/BluePointBrewing).

#### About Tilray Brands

Tilray Brands, Inc. (Nasdaq: TLRV; TSX: TLRV), is a leading global cannabis lifestyle and consumer packaged goods company with operations in Canada, the United States, Europe, Australia, and Latin America that is changing people’s lives for the better – one person at a time – by inspiring and empowering a worldwide community to live their very best life, enhanced by moments of connection and wellbeing. Tilray’s mission is to be the most responsible, trusted, and market-leading cannabis and consumer products company in the world with a portfolio of innovative, high-quality, and beloved brands that address the needs of the consumers, customers, and patients we serve. A pioneer in cannabis research, cultivation, and distribution, Tilray’s unprecedented production platform supports over 20 brands in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and craft beverages.

For more information on how we open a world of well-being, visit [www.Tilray.com](http://www.Tilray.com) and follow [@tilray](https://www.instagram.com/tilray) on all social platforms.

#### Forward-Looking Statements

Certain statements in this communication that are not historical facts constitute forward-looking information or forward-looking statements (together, “forward-looking statements”) under Canadian and U.S. securities laws and within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are intended to be subject to the “safe harbor” created by those sections and other applicable laws. Forward-looking statements can be identified by words such as “forecast,” “future,” “should,” “could,” “enable,” “potential,” “contemplate,” “believe,” “anticipate,” “estimate,” “plan,” “expect,” “intend,” “may,” “project,” “will,” “would” and the negative of these terms or similar expressions, although not all forward-looking statements contain these identifying words. Certain material factors, estimates, goals, projections, or assumptions were used in drawing the conclusions contained in the forward-looking statements throughout this communication. Forward-looking statements include statements regarding our intentions, beliefs, projections, outlook, analyses, or current expectations. Many factors could cause

actual results, performance, or achievement to be materially different from any forward-looking statements, and other risks and uncertainties not presently known to the Company or that the Company deems immaterial could also cause actual results or events to differ materially from those expressed in the forward-looking statements contained herein. For a more detailed discussion of these risks and other factors, see the most recently filed annual information form of Tilray and the Annual Report on Form 10-K (and other periodic reports filed with the SEC) of Tilray made with the SEC and available on EDGAR. The forward-looking statements included in this communication are made as of the date of this communication and the Company does not undertake any obligation to publicly update such forward-looking statements to reflect new information, subsequent events, or otherwise unless required by applicable securities laws.

**For further information:**

Blue Point Brewing Company: Chris Diorio, [chris.diorio@tilraybeer.com](mailto:chris.diorio@tilraybeer.com)

Tilray Brands Media: Berrin Noorata, [news@tilray.com](mailto:news@tilray.com)

Tilray Brands Investors: Raphael Gross, (203) 682-8253, [Raphael.Gross@icrinc.com](mailto:Raphael.Gross@icrinc.com)



A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/d3fbc73a-8f46-4bc0-83fe-b1a93ca6b678>



Source: Tilray Brands, Inc.

Blue Point Shakedown Main Street



Blue Point Shakedown Main Street