



Get Ready for Winter with 10 Barrel's 13th Annual Pray for Snow Party

Nov 13, 2024

Join 10 Barrel Brewing for a Free Community Event Celebrating the Snowboard Season with Live Music, Giveaways, and the Premiere of the "Beer Lodge" film at 10 Barrel's Winter Party

BEND, Ore., Nov. 13, 2024 (GLOBE NEWSWIRE) -- [10 Barrel Brewing Co.](#) ("10 Barrel Brewing" or "10 Barrel"), a pioneering craft brewery and subsidiary of Tilray Brands, Inc. (NASDAQ: TLRV and TSX: TLRV), is excited to announce the [13th Annual Pray for Snow Party](#), a free, all-ages event celebrating the festivities of the winter season, community, and of course, great beer.

The event will take place in the evening from 5-10p.m. on Saturday, November 16, 2024, in Bend, Oregon, and promises an evening of excitement and entertainment for the whole community. Attendees can look forward to incredible live performances, numerous giveaways, and free board waxing provided by [Powderhouse](#). Additionally, the event will feature local industry vendors and the highly anticipated premiere of 10 Barrel athletes' winter video project, "[Beer Lodge](#)."



Key Event Highlights:

- **Live Music and DJs:** Enjoy an eclectic mix of live performances and DJ sets that will keep the energy high throughout the day.
- **Tons of Giveaways:** Win amazing prizes from our sponsors and partners, including outdoor gear, apparel, and more.
- **Free Board Waxing by Powderhouse:** Get your gear ready for the slopes with complimentary board waxing services.
- **Local Industry Vendors:** Explore booths from local vendors showcasing the best in winter sports and outdoor recreation.
- **Jerry Costume Contest:** Wear your best Jerry costume for a chance to win some sweet gear!

Prinz Pinakatt, Chief Growth Officer of Tilray Beverages, said, "At 10 Barrel, we believe in bringing people together through our passion for beer and the outdoors. The Pray for Snow Party is a testament to our community spirit and love for winter sports. We're excited to celebrate this annual tradition with our fans and partners, and we can't wait for everyone to experience the magic of Beer Lodge."

10 Barrel Beer Lodge:

What happens when 10 Barrel Brewing rents a house in McCall, Idaho, and invites athletes, partners, and friends for 40 days of powder runs, cold ones, and general debauchery at Beer Lodge? The 'Beer Lodge' film recaps all the madness premiering exclusively at Pray for Snow on November 16th, and digitally at [The Bomb Hole](#), on November 18, 2024. Follow the journey and join the excitement with our athletes

About 10 Barrel Brewing

10 Barrel Brewing was born out of the adventurous spirit of three friends who shared a love for beer and recreating outdoors. Based in Bend, Oregon, 10 Barrel Brewing's award-winning brew team is known for innovating high-quality craft beers while staying true to the brand's original mission

statement — "Drink Beer Outside." The brewery embraces the "Optimistic Renegade" attitude, pushing boundaries and challenging conventions in the craft beer space.

For further information about 10 Barrel Brewing Co. please visit [10 Barrel's website](#) and follow [@10barrelbrewing](#) on Instagram.

About Tilray Brands

Tilray Brands, Inc. ("Tilray") (Nasdaq: TLRV; TSX: TLRV), is a leading global lifestyle and consumer packaged goods company with operations in Canada, the United States, Europe, Australia, and Latin America that is leading as a transformative force at the nexus of cannabis, beverage, wellness, and entertainment, elevating lives through moments of connection. Tilray's mission is to be a leading premium lifestyle company with a house of brands and innovative products that inspire joy and create memorable experiences. Tilray's unprecedented platform supports over 40 brands in over 20 countries, including comprehensive cannabis offerings, hemp-based foods, and craft beverages.

For more information on how we are elevating lives through moments of connection, visit [Tilray.com](#) and follow [@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.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/ec9dc4a2-bc64-4c8a-8d02-8062831fc653>



Official 'Pray for Snow' Event Poster by 10 Barrel Brewing Co.



The 10 Barrel Pray for Snow Party celebrates its 13th year in Bend by offering a free, all ages event for the community. Featuring DJ's, live music, free board waxing by Powderhouse, local industry vendors, the premier of 10 Barrel athletes' winter video project "Beer Lodge", and of course plenty of brews to ring in the season! Make sure to wear your best Jerry costume for your chance to win some sweet gear!