



# PRESS RELEASE

**April 23, 2018—CALGARY, AB // Big Rock Brewery Inc. (TSX: BR) has launched “Ed Said,” an integrated brand campaign paying homage to their late founder, Ed McNally, and his trademark no-nonsense tenacity.**

Considered the godfather of Canada’s craft beer industry, Ed wanted to drink better tasting, higher-quality beer at a time when it was hard to find in Canada. So in 1985 at the age of 60, the then-lawyer started what would become Alberta’s first craft brewery and introduced the market to more handcrafted, European-inspired beers made from Alberta-grown barley and clean, glacial Rocky Mountain water. They became a hit, which emboldened Ed’s tendency to do things his way.

Ed was proud that he kick-started Alberta’s beer industry, and “Ed Said” lets his personality shine through in every execution. In partnership with Calgary’s C&B Advertising, Big Rock’s approach is to use Ed to provide no-nonsense commentary on everything from commuters to other beers to the very neighbourhoods the ad placements are in.

*“Ed had very unique views that basically sparked the industry’s creation. You may say he was audacious, we prefer Ed-acious” says Shelley Girard, VP of Marketing. “We actually use that word internally to drive our culture and shape our organizational persona, and we’d like to think this campaign is an external manifestation of that spirit and tenacity.”*



The campaign, which includes OOH, paid social (Facebook, Instagram, Twitter), geo-fenced banners, wild postings and a station domination at Exhibition GO Station in Toronto is in-market starting April 23rd for 8 weeks.

## **About Big Rock Brewery Inc.**

In 1985, Ed McNally founded Big Rock to buck the time’s beer trends. Three bold, European-inspired offerings—Bitter, Porter and Traditional Ale—forged an industry at a time heavy on easy-drinking lagers and light on flavour. Today, our ten signature beers, ongoing seasonal offerings, four ciders (Rock Creek Cider® series) and custom-crafted private label products keep us at the forefront of the craft beer revolution, still proudly bucking the time’s beer trends. Big Rock brews in Calgary, Alberta; Vancouver, British Columbia; and Toronto, Ontario.

For further information, interviews or high-res images please contact:

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**STARTED BY ED  
FINISHED BY YOU**

