



FOR IMMEDIATE RELEASE

THE BARD DISTILLERY ANNOUNCES LIMITED EDITION JOHN PRINE EDITION BOURBON

The Bard Distillery has collaborated with Oh Boy Records and The Hello In There Foundation to release a special LIMITED EDITION bourbon in honor of legendary singer/songwriter JOHN PRINE. Limited to only 6,000 bottles, this special expression of MUHLENBERG bourbon will be available for purchase in NASHVILLE, TENNESSEE retail stores during YOU GOT GOLD, a 6-day musical event taking place from October 7th-12th. **A Limited Online Pre-Sale will be available at thebarddistillery.com starting on September 30th at 10am CST.** The pre-sale will require a passcode which will be revealed prior to the sale on all of the John Prine & Bard Distillery social media outlets (Facebook, Instagram, Twitter). There will also be a LIMITED ONE DAY ONLY sale at the distillery in Graham, Kentucky on October 1st. **Bottles will retail for \$76 and are expected to sell out quickly.** Proceeds benefit The Hello In There Foundation.

YOU GOT GOLD includes shows at The Ryman Auditorium, City Winery, Basement East, and the Country Music Hall of Fame. Each show has a secret lineup of some of the world's greatest musical artists, all of whom had a special connection to John. More events are also scheduled during the day. Visit yougotgold.johnprine.com for details and a schedule of events.

About The Hello In There Foundation

Established in 2021 by the family after John's death, the work of the foundation is inspired and guided by John's simple song title, *Hello In There*. The foundation mobilizes John's intensely devoted community of supporters in order to raise resources through tax-deductible donations, event revenue, and sponsorships. In turn, the foundation, often with matching funds from the Prine Family and Oh Boy Records, gives grants to nonprofit organizations that align with John's ethos, with a particular priority for supporting community nonprofits dedicated to caring for those who are marginalized, discriminated against or, for any reason, are otherwise forgotten.

About Oh Boy Records

Oh Boy Records is an independent record label located in Nashville, Tennessee founded in 1981 by multiple Grammy Award winner, singer-songwriter, John Prine, and his manager and business partner, Al Bunetta. The label is run by the Prine family, and is the second oldest artist-run independent label in the U.S. The label continues to expand its catalog with a dedication to authentic voices, giving songwriters a platform to create art while speaking their truth.

About The Bard Distillery

The Bard Distillery may be young, but it has deep roots. Founded in 2019, the distillery is set in the bones of a beautiful 1920's school site, where it watches over the historic coal-mining town of Graham, in Muhlenberg County, Kentucky. Co-Founder Thomas Bard is the 4th-Great Grandson of William Bard, one of two brothers who founded Bardstown, Kentucky, "The Bourbon Capital of the World". Thomas' wife & co-founder Kim Bard is a former NASCAR driver, and now races Monster Trucks in Australia when time allows. Together, they are quickly growing their distillery, winning top awards with their MUHLENBERG and CINDER & SMOKE spirits.

For More Information:

You Got Gold - <https://yougotgold.johnprine.com>; info@ohboy.com

The Bard Distillery - www.thebarddistillery.com; info@thebarddistillery.com; 270.338.6543

The Hello In There Foundation - <https://www.thehellointherefoundation.org>; info@thehellointherefoundation.org

Oh Boy Records - <https://ohboy.com>; press@ohboy.com