



Media Release
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Mixmag and Miller Genuine Draft present new music series Miller Amplified

Mixmag, the most influential music powerhouse in the world, is making a highly anticipated comeback in Sydney to present the Miller Amplified music series, in partnership with Miller Genuine Draft.

Launching with a bang on 23 March, Miller Amplified comprises 21 unprecedented music events brought to Sydney by Mixmag in partnership with Miller Genuine Draft. With more than five million touchpoints each and every day, Mixmag is the largest and longest-running electronic media platform in the world, and has curated an incredible line-up of international and domestic talent to wow crowds.

Kicking off the series is headliner Running Touch, the mysterious artist from Melbourne, appearing ahead of his upcoming national tour supporting Crooked Colours. A hybrid between a one-man-band and electronic act, Running Touch combines his talents as a guitarist, pianist, bassist, vocalist and dancer to create an unorthodox yet captivating-to-watch live performance.

On-the-pulse Darlinghurst entertainment venue Oxford Art Factory plays host to Miller Amplified, which sees music industry insiders enjoy these exclusive events. Fans wanting to get a taste of the action can register for limited tickets at milleramplifiedmarch.eventbrite.com.au, or go online as each event will be live-streamed around the globe on Mixmag's Facebook page to watch with an ice-cold Miller at home.

In September and October, the Mixmag and Miller Genuine Draft partnership continues to take over Australia, with entertainment hotspots turned wholly black and gold, and the doors opened for consumers to enjoy the Mixmag and Miller Amplified music experience. These events form part of the Miller global campaign, *When Exceptional Happens*, creating consumer delight through unique opportunities to experience the Miller Genuine Draft brand in an innovative way.

Miller will also launch the long-awaited and new-to-market Miller Genuine Draft can which will initially be exclusively available at Miller Amplified events.

Brigitte Kedicioglu, who heads up the Miller brands in the local market said of the inspiration behind the idea, "Our aim is to create a fun, one-of-a-kind environment for guests to enjoy Miller Genuine Draft. Miller Amplified with Mixmag does just that and we can't wait to see what these nights have in store. Throughout the course of the year Miller Genuine Draft will continue to strive to deliver unique experiences at venues across Australia."

Register now for limited free tickets (events are open to over 18s only) at milleramplifiedmarch.eventbrite.com.au.

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About the Miller Brewing Company

The Miller Brewing Company's story began in 1855, when Fredrick Miller emigrated from Germany to the United States.

Producing fine lager beer in the German brewing style, Miller established the Miller Brewing Company in Milwaukee, Wisconsin - the brewing site the brand still uses today.

The Miller Brewery in Milwaukee is one of the oldest breweries still functioning in the United States. Miller Brewing Company is owned by Miller Coors, a division of Molson Coors.

About Miller Genuine Draft

The Miller Brewing Company is continually striving to create new and innovative beer that pushes category boundaries. There is no better example of this than Miller Genuine Draft - 4 times filtered for a smoother taste.

Launched in 1987, Miller Genuine Draft is a brewing breakthrough. Instead of heat pasteurising in steam tunnels, Miller Genuine Draft is cold-filtered through a ceramic filtration system before packaging. This innovative use of technology is complemented by a filling process that takes place in a 'clean environment' worthy of any operating theatre.

The benefit of this process is that Miller Genuine Draft has the fresh, smooth taste of draft beer in a bottle. Miller Genuine Draft is distributed in Australia exclusively by Coca-Cola Amatil.