

Brewing Brave Noise for a safe and discrimination-free beer industry

Rebellion Brewing is proud to announce the launch of a new beer as part of a global initiative to create a safe and inclusive work environment in the beer industry. Proceeds from the sale of the beer will be donated to a local non-profit, Sexual Assault Services of Saskatchewan (SASS).

The Brave Noise movement started out with Brienne Allan's (www.instagram.com/ratmagnet) Instagram story that asked a simple question: "Have you ever experienced sexism in the beer industry?" – this led to an outpouring of responses that rocked the beer industry, including stories about gender discrimination, racism, sexual assault, harassment and the experiences of BIPOC and LGBTQ2S+ individuals.

Allen challenged brewers around the world to form a movement to address these issues and participate in a collaborative brew known as "Brave Noise" pale ale (<https://www.bravenoisebeer.com/>)

"This collab is about raising awareness and creating safe and inclusive work environments in the beer industry," said Vanessa Owen, Rebellion Brewmaster.

In order for Rebellion to participate in the Brave Noise movement, the brewery submitted a code of conduct for approval, posted publicly online (<https://rebellionbrewing.ca/pages/code-of-conduct>) and at the taproom. Proceeds from the sale of the Brave Noise beer will be donated to SASS in support of the programming and work they do in Saskatchewan. The beer is available in stores across Saskatchewan for a limited time.

"We are honoured to be the recipient from this worthwhile initiative," said Kerrie Isaac, executive director at SASS. "Creating a safe, inclusive workplace is one of the ways that sexual harassment and violence can be prevented. Rebellion's commitment to this cause is commendable, and we would love to see more brewers, and workplaces, do the same."

The Beer

Brave Noise – 4.5% ABV

A hazy pale ale with bright, citrusy and tropical flavours. It's hazy, juicy, fruity and delicious.

Sexual Assault Services of Saskatchewan (sask.ca/)

Established in 1984, SASS is a provincial non-profit organization that works collectively with front-line agencies, community partners, and governments that provide support and advocacy for those affected by sexual violence in Saskatchewan. SASS fosters the coordination and collaboration amongst front-line agencies, community partners, and governments to support those affected by sexual violence.

-30-

For Media

Contact: Matthew Barton, Manager of Communications, Rebellion Brewing

Phone: 306-535-9372

E-mail: matthew.barton@rebellionbrewing.ca

Contact: Ashley Kilback, Communications Specialist, Sexual Assault Services of Saskatchewan

Phone: 306.757.1941

E-mail: ashley@sask.ca