

SHUMKA⁶⁰

CANADA'S UKRAINIAN SHUMKA DANCERS

Media Release
For Immediate Release
Thursday June 25, 2020

Shumka Blonde Ale by Sea Change Brewing Company is BACK!

In celebration of 60 years of Ukrainian Shumka Dancers



EDMONTON- After the quickest sell-out in Sea Change Brewery's history on March 20, 2020, the second canning of Shumka Blonde Ale will be relaunched on Tuesday, June 30th. In time to stock up for Canada Day celebrations, Shumka Blonde Ale four-packs (4 x 473ml cans) will be available for in-brewery purchase starting at 5:30pm.

This "whirlwind blonde" is part of Shumka's 60th Anniversary celebrations in 2020.

The public is invited to stop by the Sea Change Tap Room in Edmonton, purchase their desired quantity of limited-edition beer, stay for a socially-distanced pint*, buy a Shumka Blonde t-shirt, pick up some swag, and take a quick pic for social media with a real Shumka blonde!

Sea Change Brewing Company Tap Room, Edmonton: 9850 62 Ave NW

Beer and t-shirts also available at Sea Change Tap Room in Beaumont: 5302 50 St

"Shumka is excited to continue our relationship with Sea Change ---- we love to work with supportive partners and collaborate locally. We also really like great beer, so Sea Change was a perfect choice!", says Shumka Executive Director **Darka Tarnawsky**.

"Shumka has been a staple in Edmonton for 60 years. It's a no-brainer to work with a company with that kind of track record... we all benefit from partnering together," says **Jay Sparrow** of Sea Change. "We are also pleased to announce that Sea Change will be donating 100% of the proceeds from the t-shirt sales AND \$1 per four pack purchased back to Shumka."

Shumka Blonde Ale will be available to purchase at Sea Change (Edmonton and Beaumont locations), and in select liquor stores while quantities last this summer.

*AHS-based capacities apply.

#crushbeersnotdreams #seachangebrewingco #shumka60 #shumkablonde #shumkabeer



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About Shumka

Shumka means "whirlwind," a powerful display of artistry, energy and emotion through dance. Sixty years of performance history has shaped the Ukrainian Shumka Dancers signature dance style. With true respect for their heritage, Shumka continually challenges conventional boundaries to define the experience of Ukraine Canadian dance today.



About Sea Change Brewing Co.

Led by musicians, graphic designers, and seasoned craft brewers, Sea Change Brewing Co. is a progressive addition to the Edmonton craft beer community. Our artist driven ship is focused on diverse, unpretentious beers and great service. Coming from the punk rock music scene, our team has an engrained D.I.Y. work ethic centering on high quality at a reasonable price. This is neighbourhood beer meant to share during your favourite moments, celebrations, and friendly gatherings. So cheers to you and cheers to our hometown!



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