

MEDIA RELEASE

Steam Whistle Design a Deck 2010

(Toronto, ON, September 1, 2010)– Steam Whistle Design-a-Deck 2010 is set to launch again for the 4th consecutive year! Through a search for creative design concepts by local Canadian Artists, Design-a-Deck brings skate and design together in a unique way. Steam Whistle's exclusive skateboard design contest has turned up an impressive and eclectic set of designs; from funky bold patterns and intricate tribal creations, to masterfully hand painted portraits and landscapes; there are no limits to how selected artists choose to decorate their boards. Designed Decks will be revealed at the highly anticipated *Design a Deck Wrap Party* at *The Baitshop Gallery* in Toronto, where partiers in attendance get a chance to win their favourite deck, enjoy an ice cold Pilsner, skate on the half pipe, or just kick back and enjoy the DJs spinning some tunes.

The Contest begins September 1, 2010 with a Call for Submissions. Artists are asked to electronically submit their designs at www.steamwhistle.ca/design-a-deck by **September 27, 2010**. Submissions will be juried and selected artists will be presented with a blank deck on which to apply their design for resubmission by **October 29, 2010**. Once all decorated skateboard decks are collected, each artist will receive a \$150 honorarium, and Steam Whistle will display the designs on their website, Facebook and Twitter pages to give the public a chance to see the entire collection. On **November 12, 2010**, Steam Whistle will throw a party to showcase all the designs, and party goers will get a chance to win their favourite deck! Visit www.steamwhistle.ca for submission guidelines and details. Good luck to all participants.

About Steam Whistle Brewing:

Steam Whistle, an independent brewery housed in Toronto's historic John St. Roundhouse, has a singular focus of making just one beer of exceptional quality that Canadians can be proud of. They brew their refreshing Pilsner with traditional brewing methods and only four, natural ingredients. Steam Whistle Pilsner is packaged in signature green glass bottles, cans & draught, and is shipped fresh across Ontario, Alberta and more recently BC to Beer and Liquor Stores as well as licensed bars & restaurants. Steam Whistle welcomes more than 95,000 visitors to the brewery each year to the on-site retail store, for a tour, or to attend one of the many on-site events and art shows. Highly awarded for its premium beer, its business success, community support and environmental practices, Steam Whistle Pilsner is now one of the top selling premium beer brands in Canada.

To learn more about what they do really, really well visit www.steamwhistle.ca
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