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More.
creativity + community

COLLECTIVE ARTS ANNOUNCES CHARITABLE INITIATIVE: MORE.
Designed to inspire creativity and support communities globally.

May 20, 2020 - Hamilton Ont - Collective Arts has announced the launch of “More.” a charitable initiative designed to support community and inspire creativity. This project was founded on the belief that collective collaboration will make for a more equitable, more inclusive, and more creative world. Their goal is to create paid production opportunities for artists and to financially assist charities in need in their communities.

Collective Arts plans to use a variety of means to champion creativity and community. This new project will be funded through the sale of limited-release beers and merchandise collaborations with artists, where all proceeds will go back to the cause. Artists and not-for-profits can submit for funding through the Collective Arts website and funds will be distributed bi-annually through their application process.

The first More. apparel collaboration features the art of Melanie Masclé from Montreal Quebec. T-shirts and tote bags are now available for purchase in limited quantities. Alongside the More. merchandise collaboration, Collective Arts has already produced hand sanitizer and two beers as part of their More. initiative in response to COVID-19. Since its launch on April 21st, Collective Arts and More. have donated 4500 bottles to essential services and frontline workers.

So far in 2020, Collective Arts has donated \$29,000 to hospitality and community non-profits, and will aim to reach an annual goal of \$60,000 on top of that through their More. initiative. To date, Collective Arts has created over \$600,000 of paid work to artists and they see More. as another avenue to get more paintbrushes in hands. For more information about Collective Arts’ More program, visit collectivemore.com

About Collective Arts

Collective Arts, founded in 2013 in Hamilton, Ontario, is committed to fusing the craft of brewing and distilling with the inspired talents of emerging artists. Their beers, ciders, spirits and canned cocktails are designed to be as diverse, creative, and unwavering as the artists profiled; respecting tradition, but not constrained by it. Collective Arts features limited-edition works of art by artists and musicians that change every few months. To date, more than 1,000 artists and musicians have been featured and championed by Collective Arts. Collective Arts was named one of LinkedIn’s 2018 & 2019 Top 25 Canadian Startups and is now distributing in every Canadian province, 20 U.S. states, the UK, eight countries in the EU, China and Australia.

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