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**FOR IMMEDIATE RELEASE**

**Buffalo Trace Bourbon Amps Up with Annual Battle of the Bands**  
*Contest Returns with \$10,000 Cash Prize*

FRANKFORT, FRANKLIN COUNTY, KY (Jan. 14, 2014) –[Buffalo Trace Bourbon Whiskey](#) is thrilled to announce the return of its most popular online contest, Battle of the Bands. The contest has a new wrinkle in its fourth year, with a panel of judges now determining the \$10,000 Grand Prize Winner. As with last year’s battle, artists are encouraged to upload their music to the Buffalo Trace online jukebox, earning “shots” (votes) from the Saloon community.

The top vote-getting bands from each month, January through August, will earn a \$500 cash prize and a spot in the September finals. The eight finalists will compete to make it to the final three bands, with the ultimate winner being determined by the panel of judges. The panel of judges consists of four individuals with experience in the music and entertainment industry.

“We love bourbon and great music,” said Buffalo Trace Brand Manager, Kris Comstock. “Both take talent, patience and dedication to the craft. Over the past few years, we’ve offered obscure bands some great exposure and prize money. This year’s champion will take home \$10,000.”

The contest can be accessed in the Buffalo Trace Saloon at <http://www.buffalotracesaloon.com/battleofthebands> and through Facebook at <http://apps.facebook.com/btbattleofthebands>. Must be 21 years or older to enter.

### **About Buffalo Trace Distillery**

Buffalo Trace Distillery is a family-owned company based in Frankfort, Franklin County, Kentucky. The Distillery's rich tradition dates back to 1786 and includes such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Buffalo Trace Distillery is a fully operational Distillery producing bourbon, rye and vodka on site and is a National Historic Landmark as well as is listed on the National Register of Historic Places. The Distillery has won seven distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Whisky Advocate Magazine* and *Wine Enthusiast Magazine*. It was named *Whisky Magazine* 2010 World Icons of Whisky “Whisky Visitor Attraction of the Year.” Buffalo Trace Distillery has also garnered more than 200 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit [www.buffalotracedistillery.com](http://www.buffalotracedistillery.com). To download images from Buffalo Trace Distillery visit [www.buffalotracedmediakit.com](http://www.buffalotracedmediakit.com)

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