

AIRSTREAM®

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Topo Chico Hard Seltzer And Airstream Want You To Skip The Airport This Summer and Enjoy *The Stayman Islands* -- The Ultimate Staycation in Your Backyard

Topo Chico Hard Seltzer is delivering the ultimate no travel, travel experience for fans to say 'hello' to summer with a refreshing hard seltzer in hand.

CHICAGO [June 24, 2024] -- This summer, Topo Chico® Hard Seltzer is partnering with Airstream to bring ease and refreshment to legal drinking age fans' summer vacation by making your home the ultimate summer destination. Introducing the ***Stayman Islands*** - a staycation destination that delivers all the joys of vacation straight to your backyard, free of complicated planning, itineraries and overthinking.

With airfare and accommodation prices continuing to soar, Topo Chico Hard Seltzer wants to bring the vacation to you. The curated staycation experience will rival the best itineraries with a mashup of travel bucket-list experiences all from the comfort of your home.

The Stayman Islands experience is curated by Topo Chico Hard Seltzer in partnership with Airstream and includes a three-day, two-night experience to your transformed back (or front) yard, where you can say *hello* to relaxation. Say no to packing your bags and step outside for the ultimate vacation experience right at home. The Stayman Islands experience includes:

- A backyard oasis designed to queue your vacation mindset, complete with genuine sun-drenched sand for your toes to bury into and a cozy lounge area evoking the laid-back atmosphere of the beach, complete with plush recliners and a selection of top-notch beach reads.
- A private Airstream right in your backyard for two-nights, so there's no need to book a place to stay. (Sorry it's only temporary, we'll need it back for our own Stayman Island experience.)
- A hassle-free itinerary with all the perks of the best resorts, including a relaxing massage to melt your troubles away, a chef-curated dinner perfectly paired with Topo Chico Hard Seltzer and live musical entertainment for you and your crew to enjoy.
- Some Topo Chico Hard Seltzer to sip on and snacks to rival the best mini bars.

"We want to give hard seltzer lovers the opportunity to experience an upgraded version of a staycation with the Stayman Islands," said Brittany Norris, Marketing Director for Topo Chico Hard Seltzer. "This isn't just an Airstream parked in your backyard, it's an immersive experience that elevates the at-home vacation with elements fans know and love from Topo Chico Hard Seltzer, curated to deliver resort-style amenities to the comfort of your home."

Now through July 8th, fans can visit www.staymanislands.topochicohardseltzerusa.com to submit their entry for their chance to book* the Topo Chico Hard Seltzer Stayman Islands experience.

Plus, no vacation is complete without souvenirs, so Topo Chico Hard Seltzer welcomes fans to visit the Stayman Islands Staycation Shop at

staymanislandsshop.topochicohardseltzerusa.com. Like the best resort gift shops, our staycation shop has a selection of essential travel merchandise to enjoy all the souvenirs, like tote bags, sunglasses, can coolers, and beach towels to complete your staycation.

The Stayman Islands experience is part of a larger partnership between Topo Chico Hard Seltzer and Airstream to help fans 21+ say hello to summer. The two brands aim to refresh the season with various outdoor-focused and adventure-forward offerings, including a retail sweepstakes, the Stayman Islands experience, and an upcoming social sweepstakes. Keep an eye on our [Instagram page](#) to learn more.

Please celebrate responsibly. “Topo Chico” is a trademark of The Coca Cola Company. Topo Chico Hard Seltzer is manufactured, marketed and distributed by Molson Coors Beverage Company. For more information about Topo Chico Hard Seltzer, including innovation news and product locator, visit topochicohardseltzerusa.com and follow @topochicohardseltzerusa on Instagram and Facebook.

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**NO PURCHASE NECESSARY. Enter by 7/8/24 at 11:59 PM CT. Open only to legal residents of 50 U.S. (D.C.) excluding AK & HI who are 21 years or older. [Click Here](#) for Official Rules, including how to enter, prize details, and restrictions. Void where prohibited.*

ABOUT MOLSON COORS BEVERAGE COMPANY

For more than two centuries, Molson Coors has brewed beverages that unite people for all life's moments. From Coors Light, Miller Lite, Molson Canadian, Carling, Madri Excepcional and Staropramen to Coors Banquet, Blue Moon Belgian White, Leinenkugel's Summer Shandy, Vizzy Hard Seltzer, Topo Chico Hard Seltzer, Simply Spiked Lemonade, ZOA Energy, Blue Run Spirits, Creemore Springs and more, Molson Coors produces some of the most beloved and iconic brands in the beverage industry. While the company's history is rooted in beer, Molson Coors offers a modern portfolio that expands beyond the beer aisle with energy drinks, bottled spirits, ready-to-drink cocktails, cider and more. To learn more about Molson Coors Beverage Company, visit molsoncoors.com.

ABOUT AIRSTREAM

Airstream, manufacturer of the iconic “silver bullet” Airstream® travel trailer, is one of the longest-tenured recreational vehicle manufacturers in the world. The company’s mission, as set forth by founder Wally Byam, is to create well-designed, high-quality products that allow people to follow their dreams and explore the world in home-like comfort. A steadfast commitment to Byam’s creed, “Let’s not make changes, let’s only make improvements,” has made the aluminum Airstream travel trailer a timeless classic. An unwavering focus on innovation keeps the company at the forefront of technology and customer experience in both the towable and motorized sectors. Airstream is based in Jackson Center, Ohio, where a team of skilled craftspeople hand builds each travel trailer and upfits every Mercedes-Benz® and RAM® touring coach, adding daily to the brand’s reputation for quality and innovation. Learn more about Airstream, our dealers, and current travel trailer and touring coach models at airstream.com. For the latest news on Airstream, like us on Facebook and follow us on Twitter and Instagram. Airstream, Inc. is an operating company of Elkhart, IN-based THOR Industries, Inc. (NYSE: THO). THOR is the sole owner of operating companies which, combined, represent

the world's largest manufacturer of recreational vehicles. For more information on THOR Industries and its products, please visit thorindustries.com.