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Crown Royal joins forces with Nate Smith and Scotty Hastings to support veterans

Crown Royal Paints Nashville Purple During "The 58th Annual CMA Awards" Week from launch of Crown Royal 31 Year Old in Partnership with Daniel Diamond to Generous Moment on CMA Awards Stage

NASHVILLE, Tenn., Nov. 21, 2024 /PRNewswire/ -- In its seventh year as the exclusive whisky partner of the CMA Awards, Crown Royal spread generosity through Music City across the week, culminating in a special announcement on Country Music's Biggest Night. Woven into the fabric of country music, Crown Royal brings people together through shared values and experiences that define the genre. This year, the brand raised the bar and 'painted the town purple' like never before with a packed presence in Nashville.

To kick off the week, the award-winning whisky brand partnered with Daniel Musto of fashion brand DanielxDiamond to debut



Nate Smith on stage at "The 58th Annual CMA Awards," presents donation of \$50,000, to CreatiVets on behalf of Crown Royal.



Nate Smith participated in the Crown Royal Purple Bag Project, an initiative designed in partnership with Packages From Home, which turns donated Crown Royal bags into care packages for the military overseas.

Remember to drink responsibly!

Please see sports-Ent. 5



In its seventh year as the exclusive Whisky Partner of the CMA Awards, Crown Royal teamed up with New Artist of the Year nominee Nate Smith to raise a glass to the success of Scotty Hasting, a combat veteran who earned a country music record deal in Nashville.



Crown Royal hosts "The Crown Lounge" backstage at 58th Annual CMA Awards.



Crown Royal and renowned fashion designer DanielxDiamond are joining forces to debut an exceptional new luxury offering from Crown Royal's Extra Rare Series: *Crown Royal Aged 31 Years*.



In a celebration of the artistry shared by whisky and country music's biggest night – the 58th annual CMA Awards, Daniel Diamond – the designer behind the iconic looks of the genre's biggest stars – will help unveil *Crown Royal Aged 31 Years*, the third release in Crown Royal's Extra Rare Series

Photos/Courtesy: Crown Royal and CMA Awards



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