



## **JOHNNIE WALKER LAUNCHES JOHNNIE WALKER BLACK LABEL THE JANE WALKER EDITION, DONATING \$1 FOR EVERY BOTTLE MADE TO ORGANIZATIONS CHAMPIONING WOMEN'S CAUSES**

*New Jane Walker Brand Icon Celebrates Women's Progress and Marks First Major Change of Brand's Striding Man Logo In Over A Century*

**New York, NY (February 26, 2018)** — Johnnie Walker is proud to unveil Jane Walker, the first-ever female iteration of the brand's iconic Striding Man logo. The Jane Walker icon will debut on a special-edition offering of our award-winning Black Label blend. Johnnie Walker Black Label The Jane Walker Edition will be available to whisky fans nationwide beginning in March to coincide with Women's History Month and International Women's Day celebrations.

For more than a century, the Striding Man has been a Johnnie Walker icon and an important part of the brand's history. While his look has had subtle changes over the years, he has always conveyed the brand's unique point of view and symbolized moving forward. As a brand that has stood for progress for nearly 200 years, Johnnie Walker is proud to take this next step forward by introducing Jane Walker as another symbol of the brand's commitment to progress.

Women have played a significant role in the brand's history dating back to 1893, when John Walker & Sons purchased the Cardhu distillery from Elizabeth Cumming. Cardhu is one of the single malts that comprises Johnnie Walker Black Label and is considered the heartbeat of the blend. Elizabeth Walker, the wife of founder John Walker, was also fundamental to the creation of their own blended whisky, working alongside John and their son Alexander in the original Walker grocery shop. Today, nearly 50% of the brand's 12 expert blenders are women, with female leadership across marketing and C-Level executives.

"Important conversations about gender continue to be at the forefront of culture and we strongly believe there is no better time than now to introduce our Jane Walker icon and contribute to pioneering organizations that share our mission," commented Stephanie Jacoby, Vice President of Johnnie Walker. "We are proud to toast the many achievements of women and everyone on the journey towards progress in gender equality."

To support this effort as part of *Keep Walking America*, Johnnie Walker will be donating \$1 for every bottle of the Jane Walker Edition made to organizations championing women's causes, with a total donation of up to \$250,000. One organization Johnnie Walker will be supporting is [Monumental Women](#), a nonprofit dedicated to creating a monument honoring America's women suffragists in New York City's Central Park, where there are 23 statues of historical figures but not one honoring a real woman. Johnnie Walker is proud to partner with this incredible organization on a historic initiative that will make public representations of important women and people of all backgrounds a reality in the future.

"We are here to move history forward. Our project honors Stanton and Anthony as well as all the women who fought for the largest nonviolent revolution in the history of this nation, when over half the population won the right to vote. It's an instant history lesson. But most of all, it's about completing the journeys toward justice of the valiant women who came before us and achieving the full equality for women that they were denied. Monumental change is coming. We thank Johnnie Walker for their support and recognizing the importance of Women's History," said Pam Elam, President, Elizabeth Cady Stanton and Susan B. Anthony Statue Fund and its Monumental Women Campaign.



The introduction of the first-ever female brand icon and the Jane Walker Edition bottle represent Johnnie Walker's commitment to inspire and champion the diverse communities moving our country forward. In addition to celebrating historic female figures through the Monumental Women partnership, Johnnie Walker will also celebrate the next generation of female leaders by donating a portion of Jane Walker Edition proceeds to [She Should Run](#), who are dedicated to inspiring women to run for office.

Johnnie Walker Black Label The Jane Walker Edition will be available nationwide starting March 2018 wherever fine spirits are sold, with a suggested retail price of \$34.00 (750 ml/bottle, 40% ABV). For more information, please visit [WalkWithJane.com](#).

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**About Johnnie Walker**

Johnnie Walker is the world's number one Scotch Whisky brand, enjoyed by people in over 180 countries around the world. Since the time of its founder, John Walker, those who blend its whiskies have pursued flavour and quality above else.

Six generations of skilled Master Blenders have pioneered and crafted bold new flavours that have transformed a small Scottish grocery store business, founded in 1820, into an international whisky business selling stylish, authentic, and iconic blends.

Today's range of award-winning whiskies includes Johnnie Walker Red Label, Black Label, Double Black, Green Label, Gold Label Reserve, Aged 18 Years and Blue Label. Together they account for nearly 19 million cases sold annually (IWSR, 2016), making Johnnie Walker the most popular Scotch Whisky brand in the world.

**About Diageo**

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, Bulleit and Buchanan's whiskies, Smirnoff, Ciroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE) and our products are sold in more than 180 countries around the world. For more information about Diageo, our people, our brands, and performance, visit us at [www.diageo.com](http://www.diageo.com). Visit Diageo's global responsible drinking resource, [www.DRINKiQ.com](http://www.DRINKiQ.com), for information, initiatives, and ways to share best practice.

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**About the Stanton and Anthony Statue Fund and Monumental Women**

The Elizabeth Cady Stanton and Susan B. Anthony Statue Fund, with its campaign Monumental Women, seeks to honor all the women who fought for the right to vote in its proposed Central Park Monument, as well as to promote the interest in, and knowledge of, Women's History. The Statue Fund is a 501(c)(3) charity: [monumentalwomen.org](http://monumentalwomen.org)