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**In Celebration of the 15th Anniversary of Art, Beats and Lyrics
Jack Daniel's Tennessee Honey Makes \$15,000 Contribution to
National Museum of African American Music**

*Whiskey leader continues commitment to support music and urban artistry with
donation to the Nashville music museum opening summer of 2020*

LYNCHBURG, Tenn., (December 7, 2019) - Jack Daniel's Tennessee Honey announced its support of the [National Museum of African American Music](#) (NMAAM), the only museum dedicated to preserving the legacy and celebrating the accomplishments of the many music genres created, influenced, and inspired by African Americans. The alignment is an extension of the brand's partnership with Cult Creative to support the wider community of hip-hop and urban artistry through its signature program Art, Beats and Lyrics (AB+L).

Established in 2004, AB+L has celebrated artwork from nationally and internationally known visual artists who span a variety of styles and genres. Throughout the years, the "museum meets concert" experience has showcased innovators and creatives from both the art and music worlds.

"For 15 years AB+L has been a platform dedicated to celebrating culture through music and visual art," says Keenan Harris, Senior Multicultural Marketing Manager, Brown-Forman. "Jack Daniel's Tennessee Honey is excited to expand the celebration of AB+L to support the anticipated grand opening of the National Museum of African American Music."

NMAAM will be a first-of-its-kind museum dedicated to celebrating and preserving the musical influence of African Americans to the American soundtrack, and is set to open in the summer of 2020, in the heart of Downtown Nashville, backyard to the Jack Daniel distillery in Lynchburg.

In addition to the monetary donation of \$15,000, Jack Honey will raise additional funds to support NMAAM by auctioning off original artwork from the traveling AB+L exhibit. The virtual auction will open in January and run through AB+L's last tour stop in Chicago on February 14th.

For more information on the AB+L virtual auction and the museum's upcoming grand opening activities, please visit NMAAM.org.

About Jack Daniel's:

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tenn., the Jack Daniel Distillery, Lem Motlow, proprietor, is the oldest registered distillery in the United States and is on the National Register of Historic Places. Jack Daniel's is the maker of the world-famous Jack Daniel's Old No. 7 Tennessee Whiskey, Gentleman Jack Rare Tennessee Whiskey, Jack Daniel's Single Barrel Tennessee Whiskey, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Sinatra Select, and Jack Daniel's Country Cocktails.

Fly Straight. Drink Responsibly.

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About the National Museum of African American Music:

The National Museum of African American Music, set to open in the summer of 2020, will be the only museum dedicated solely to preserving African American music traditions and celebrating the influence African Americans have had on music. Based in Nashville, Tenn., as part of the Fifth + Broadway development, the museum will share the story of the American soundtrack by integrating history and interactive technology to bring musical heroes of the past into the present. For more information, please visit www.nmaam.org.

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