OUT MONTCLAIR ANNOUNCES COMPETITION FOR LOCAL ARTISTS TO DESIGN SPECIALTY LABELS FOR MONTCLAIR PRIDE

GROUP TO COLLABORATE WITH THE MONTCLAIR BREWERY TO DEVELOP SPECIAL EDITION PRIDE CRAFT BEER FOR 2022 PRIDE

(Montclair, NJ - January 27, 2022) – Out Montclair, a nonprofit, volunteer-run organization established in 2021 to provide community, support, and solidarity for LGBTQ+ people, today announces a collaboration with hometown microbrewers The Montclair Brewery for a specialty craft beer to celebrate the first-ever Montclair Pride Festival in June. Out Montclair is also announcing a competition for local designers to create the beer can label and other promotional elements for Montclair Pride.

Out Montclair’s collaboration with Montclair Brewery will promote one of their craft beers specifically for Montclair Pride. Sales will support the Montclair Pride festival in June and all additional Out Montclair programming for the region’s LGBTQIA+ community and allies.

Now through February 18th, Out Montclair is inviting local graphic designers to create a label for the Pride brew cans and promotional materials. The competition will draw on and include Montclair’s deep well of artistic talent to elevate them and celebrate this historic event.

“Montclair Pride isn’t just a celebration of our LGBTQIA+ community, but a way for us to show and celebrate our Pride in Montclair, including in incredible small businesses like the Brewery,” said Andy Kahnke, who created the competition and leads Out Montclair’s Visual Branding and Identity. “We’re so excited to partner with Montclair Brewery and engage with our robust local creative community as we weave both art and creativity into Pride in every way we can.”

“Montclair Brewery prides itself as a creator of craft beer which welcomes all and as a place where all can belong and be together,” said Denise Ford Sawadogo, co-founder and co-owner of The Montclair Brewery. “We are excited to energize and challenge the creative talents of our community to create an impactful design for our special brew's label. We can’t wait to see what designers come up with to toast this historic moment.”

Competition guidelines and design specifications can be downloaded here.

Designs can be submitted here. Deadline is midnight, February 18th, 2022.
ABOUT MONTCLAIR PRIDE
The Montclair Pride festival, hosted by Out Montclair, will raise awareness and strengthen ties in our community and among all LGBTQ+ people and allies in the region, as well as provide a celebration filled with art, culture, food, music and live performances to uplift LGBTQ+ people, issues and history.

Montclair Pride will also host local talent, special guests and celebrities, and elevate Montclair’s renowned institutions, restaurants and businesses.

ABOUT MONTCLAIR BREWERY
Montclair Brewery is a husband and wife owned microbrewery and tasting room. The owners’ African and Caribbean roots are often infused into traditional and not-so traditional beer styles. The result is an eclectic offering and original taste for both craft beer devotees and those new to craft beer. Their mission is to build a stronger community one beer at a time.

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