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**“One With Life” Organic Tequila Rocking into South Florida, December 3 & 4**

OWL sponsors inaugural edition of the Riptide Music Festival at Ft. Lauderdale Beach Park

**SARATOGA SPRINGS, N.Y.** (October 4) – One With Life Organic Tequila today announced it will be the sole tequila sponsor of the inaugural Riptide Music Festival in Ft. Lauderdale, Florida, December 3 & 4.

The two-day festival will feature a mix of alternative and classic music on the beach. The line-up includes; Awolnation, Silversun Pickups, The Struts, Andre McMahon in the Wilderness, Glass Animals, Saint Motel, Earth Wind and Fire, the B-52s, Miike Snow, Pepper, Expose and more.

OWL will debut its “Riptide Cocktail” for the event. The ingredients for this tropical, refreshing drink include; cranberry juice, pineapple juice, coconut water, One With Life Tequila - served in a tall glass on the rocks with a lime wedge.

“I am so excited to be partnering with Entercom and other corporate sponsors to bring this exciting event to South Florida,” said OWL founder Lisa Elovich. “What better way to celebrate life than listening to great music on the beach in beautiful Ft. Lauderdale with a refreshing One With Life Tequila cocktail.”

“We couldn’t be more proud to have One With Life Organic Tequila as our official Tequila sponsor at the Riptide Music Festival,” said Von Freeman, Entercom Executive Producer and Marketing Director. “The whole vibe of the OWL brand falls right in line with our festival makeup - 99% peaceful and 1% wild, are you kidding? That is absolutely perfect for The Riptide Music Festival! Festival goers are going to take one taste of the Riptide Cocktail and fall in love with OWL.”

Tequila consumption in the United States continues to grow as Americans learn to appreciate the unique characteristics of premium tequila that is produced from 100 percent blue agave. It takes the blue agave plants over seven years to mature enough to be harvested and distilled into tequila. The production of tequila is a labor of love in Mexico dating back to the days of the Aztecs, who used the juices of the agave plant in their spiritual practices.

OWL Tequila is distilled from 100% certified organic, kosher blue agave in the lowlands of

Jalisco, Mexico by the third generation, family-owned Tequilas Las Americas distillery. OWL is currently served in select restaurants, bars and retailers in Saratoga Springs, Long Beach, NY, New York City and South Florida. OWL Tequila is part of a philosophy aligned with living a mindful and balanced life, embracing the present moment. OWL is also a recipient of the Tequila Aficionado Gold Medal, as the Organic Brand of Promise in 2015.